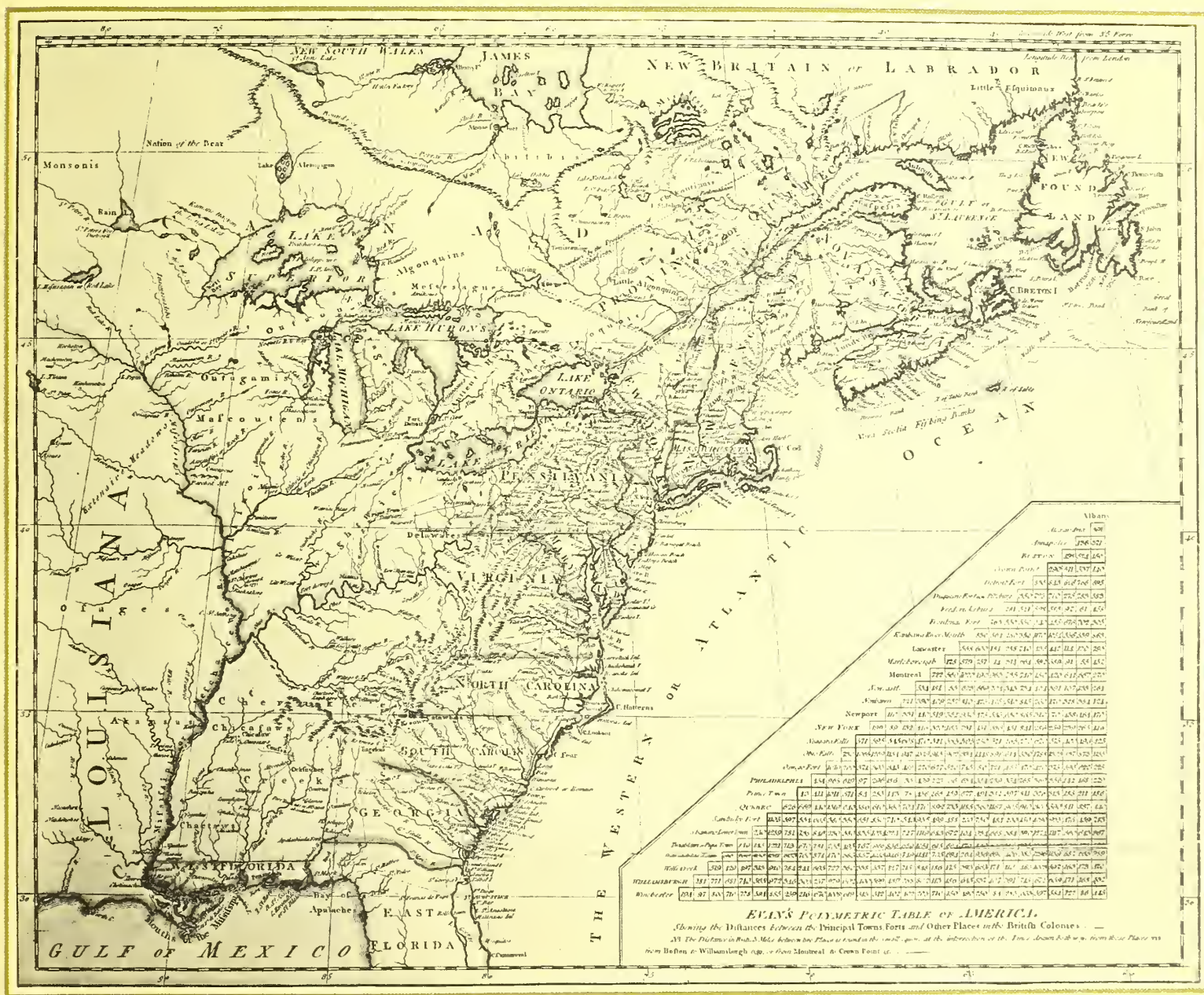


# Twentieth Program Report of the United States Travel Service

U.S.  
DEPARTMENT  
OF  
COMMERCE







**THE SECRETARY OF COMMERCE**  
Washington, D.C. 20230

June 23, 1976

The President  
President of the Senate  
Speaker of the House of Representatives


Sirs:

I have the honor to submit herewith the Twentieth Program Report of the activities of the United States Travel Service, U.S. Department of Commerce, for calendar year 1975, in compliance with Section 5 of the International Travel Act of 1961, as amended (22 USC 2121-2127).

Respectfully Submitted,

A handwritten signature in dark ink, which appears to read "Elliot L. Richardson", is written over the typed name.

Elliot L. Richardson



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# Twentieth Program Report United States Travel Service

## Annual Report of the Secretary of Commerce

January–December 1975

U.S. Department of Commerce  
Elliot L. Richardson, Secretary

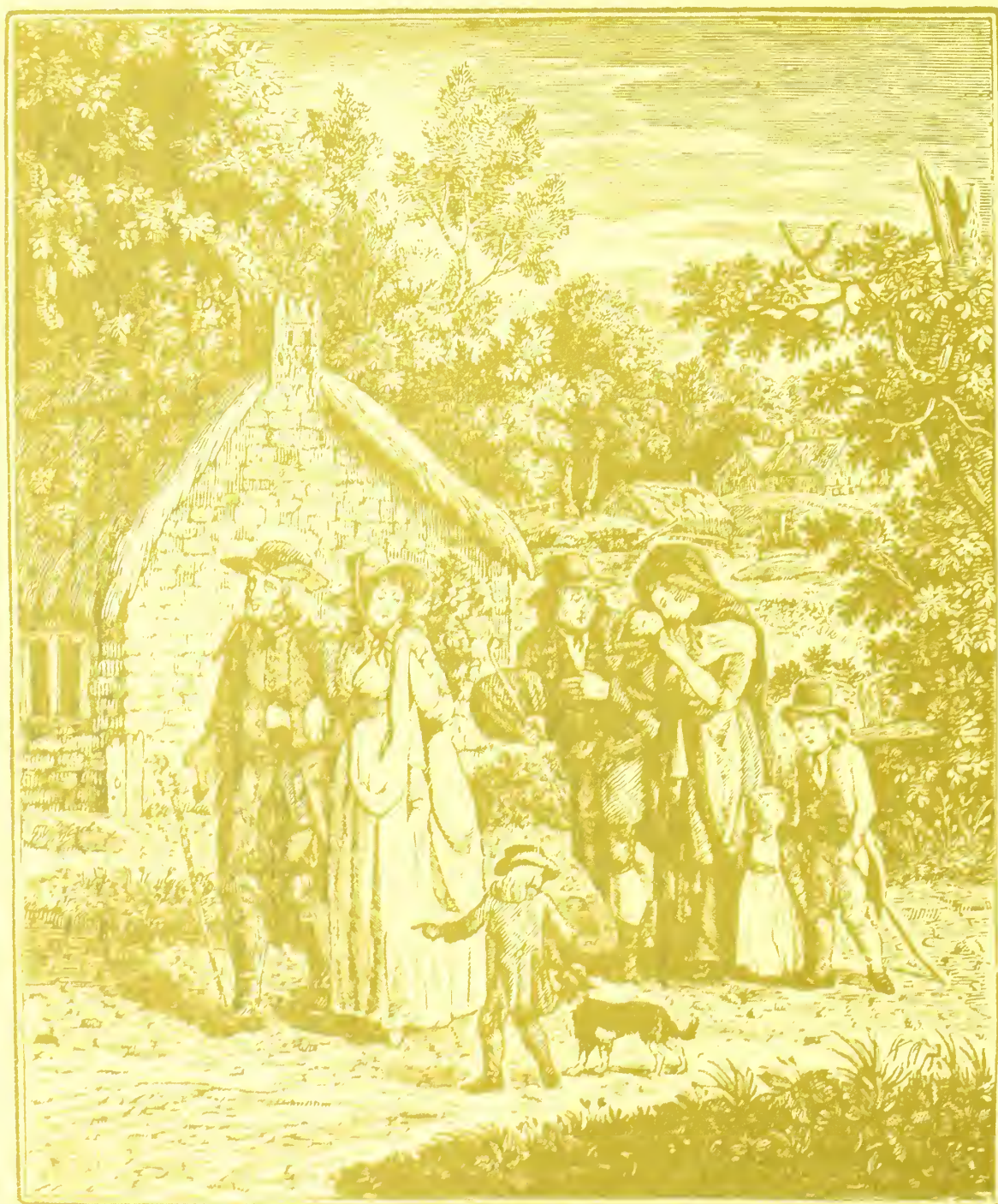
United States Travel Service  
Creighton D. Holden  
Assistant Secretary for Tourism

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## Highlights of 1975

**T**HE first year of America's Bicentennial Era, 1975, witnessed significant changes within the United States Travel Service (USTS), the U.S. Department of Commerce agency serving as the national Government tourism office.

USTS came under new leadership during the year, when President Gerald R. Ford nominated Creighton D. Holden to serve as Assistant Secretary of Commerce for Tourism. When Assistant Secretary Holden, formerly a Michigan hotelier and hotel association executive, was sworn in during early October 1975, he became the first USTS head to bring with him experience within the U.S. travel industry.

The 14-year-old agency attained the status of a full-fledged national tourism office with the addition of a domestic tourism program. Funding received in 1975 enables USTS to encourage, promote, and develop travel within the United States through activities which are in the public interest and which do not compete with activities of any State, city, or private agency. A program was initiated for \$1.25 million, consisting of public service advertising highlighting tourism within the United States during the Bicentennial; a news media program utilizing USTS-produced materials designed to reach the public to persuade them to travel within the United States; tourism information services to provide non-commercial source reference material on all travel regions of the United States; tourism research to fill the critical need for more precise and consistent information with respect to the economic impact of tourism and to develop a system for standardizing both the definition of tourism and the methods used in measuring tourism impact; and policy support.

Bicentennial destinations and events will be stressed in the domestic program, as will educational elements designed to inform Americans how to travel within their country in terms of fuel efficiency, conservation of natural resources, and limited financial resources.

Through its domestic program USTS is also strengthening its relationship with U.S. travel agents by directing potential vacationers to local travel agents for additional information and for assistance with travel arrangements; and USTS is supplying travel agents with

support such as supplies of USTS-produced promotional literature.

Far from curtailing its traditional efforts in the area of international tourism promotion, USTS maintained its full sphere of operation in the international arena in 1975.

Strong promotional and trade relations programs continued to operate through USTS' six field offices in Canada, Mexico, Japan, the United Kingdom, West Germany, and France. These six market-nations collectively accounted for more than 87 percent of total international visitors to the United States in 1975 and 78 percent of total foreign visitor receipts (excluding transportation).

International program expansion occurred through the identification of seven additional market-nations which rank high in tourism-generating importance. These seven nations—Australia, Belgium, Brazil, Italy, the Netherlands, Switzerland, and Venezuela—are referred to as "special markets."

Modified tourism development programs were initiated in these seven special markets in 1975. USTS does not maintain field offices in these nations, but rather involves other U.S. Government agencies and locally-based representatives of the U.S. travel industry working together as VISIT USA Committees. The VISIT USA programs in these special markets are established as part of the State and Commerce Departments' Country Commercial Program for each of the seven countries.

The network of Travel Planning Centers established during 1974 in USTS' six primary market-nations was expanded in 1975. The 852 Travel Planning Centers are retail travel agencies abroad who sell USA-bound travel and serve as information offices for the general public interested in travel to the United States. USTS provides training, U.S. travel reference libraries, and promotional literature support to these agencies, which are vital links between USTS and the traveling public of the six nations.

By virtue of an amendment to the International Travel Act signed into law in early 1975, the Commerce Department is charged with encouraging travel to and from the United States on United States flag carriers. The United States Travel Service has implemented a number



of programs designed to carry out this responsibility under the "Fly U.S. Flag Program."

USTS has made a special Bicentennial effort on behalf of the program by meeting with representatives of major U.S. air carriers to help coordinate the Bicentennial theme in their marketing strategies. This effort was undertaken in the belief that making American carriers "more American" will increase utilization of U.S. flag carriers and enable international visitors to experience America en route as well as upon arrival.

USTS field offices abroad cooperated with U.S. flag carriers in co-sponsoring 81 seminars during 1975, attended by more than 6,100 travel agents in six nations. This participation represented 44 percent of all USTS seminars during the year and 41 percent of total USTS seminar attendance. The seminars were designed to promote U.S.-bound tourism in general and use of U.S. flag carriers for those trips.

One important element in USTS' "Fly U.S. Flag Program" involves the agency's tour development effort. In negotiating contracts with tour wholesalers abroad, which increases the number of visitors to the USA, U.S. flag carriers are given first opportunity to participate in each tour program. In 1975, U.S. flag carriers participated in 36 of the 49 tour contracts between USTS and foreign tour operators—representing 74 percent of the total.

More than 1,700 members of the Association of British Travel Agents (ABTA) visited the USA in 1975 when the association held its Silver Jubilee Convention in Florida. USTS worked closely with the association, whose members are primarily travel agents and tour operators, in selecting the convention site and in promoting attendance at the meeting.

ABTA's 1975 Convention marked the first time that the organization has left the European continent for an annual conference, and selection of a U.S. meeting venue was viewed as an outstanding opportunity to promote VISIT USA tourism from the United Kingdom. USTS also cooperated in planning and escorting 17 familiarization tours to a total of 25 U.S. travel destinations following the conference. Nearly 700 ABTA delegates participated in the familiarization program.

USTS' tour development program invested \$935,000 in 57 contracts with tour wholesalers in the six primary market-nations to develop more package tours to U.S. destinations. Through a new product inspection tour program for foreign tour wholesalers, USTS increased its ability to introduce tour destinations which are relatively unknown abroad, thus opening opportunities for increased international tourism to additional areas of the USA.

The VISIT USA Mobile Exhibit began its farewell appearance in 1975, showing the 360-degree film "America, the Beautiful" to audiences in Mexico City.

The six-story, air-supported dome exhibit has carried out its around-the-world mission since 1970, appearing in Osaka, Tokyo, Paris, Guadalajara, Sydney, London, and Leningrad. It will be "retired" when its Mexico City appearance ends in early 1976.

In 1975, USTS began to counsel U.S. cities interested in hosting world's fairs in 1980 or 1981. One application for a 1981 "first category" world's fair was received in the closing weeks of the year and other cities indicated their interest in hosting an international exposition.

USTS' liaison with international associations resulted in decisions by 26 associations in 1975 to hold world congresses in the United States in future years, bringing the program's 6-year total to 109 world congresses obtained for U.S. sites. Thirteen world congresses convinced to select U.S. venues through the program in past years were actually held in this country during 1975. Boosting the program's efforts, two site-selection tours were conducted for selected international association executives, enabling them to survey U.S. congress facilities firsthand.

The agency's efforts to promote incentive travel to the United States were intensified in 1975, and the first concrete results of the program, initiated in mid-1974, were reaped. During the year, incentive travel programs promoted by USTS brought 7,531 business-sponsored travelers to the United States, with reported expenditures totaling \$4,249,091.

The second annual USTS State Days Conference, which brought together travel officials from 46 States plus all five U.S. commonwealths and territories, was held in early 1975. Another vital component of USTS' program of state/city liaison resulted in the awarding of 64 matching grants totaling \$545,390 to States, cities, and non-profit organizations for projects promoting travel to the USA.

In 1975 the International Union of Official Travel Organizations (IUOTO) officially completed its transformation into the World Tourism Organization (WTO), an intergovernmental organization affiliated with the United Nations. USTS officials joined State Department officials in the U.S. delegation to WTO as the organization selected Madrid, Spain, as its world headquarters and held its initial meetings. WTO will serve as a clearinghouse for collection, analysis, and dissemination of worldwide tourism information.

Followup talks were conducted with Soviet tourism leaders in 1975 as part of continuing efforts to increase two-way tourism between the two nations. Further talks were scheduled to be held in 1976.

Bicentennial themes were emphasized in USTS' tourism promotion and visitor facilitation efforts as this Nation prepared to welcome some 34 million international guests at its 200th birthday celebration in 1975-1976.



## Domestic Tourism Promotion

**I**N 1975 USTS attained the status of a full-fledged national Government tourism office when it was given domestic tourism promotion responsibilities. USTS legislation was amended in 1975 to authorize an appropriation for the agency to carry out programs designed to encourage Americans to travel in their own country. The domestic tourism program was funded at the \$1.25 million level for Fiscal Year 1976 covering the period from July 1, 1975 to June 30, 1976 to enable the agency to promote domestic travel during the Bicentennial Era.

Other purposes of the domestic tourism program are to ensure the health and economic vitality of the travel industry and to exercise coordinative leadership by broadening the understanding of tourism and its vitality to the economy.

USTS outlined five priority programs under the domestic authority during 1975 as follows:

### Research

Research projects are being designed to address the critical need for more precise and consistent information with

respect to volume of tourists, economic impact and composition of the domestic travel market. USTS plans an inventory of existing sources for domestic tourism data. This survey will consist of analysis and evaluation of existing studies prepared both by Government sources and by private industry. Much of this data is under-utilized due to lack of awareness of potential users.

In addition, this research program seeks to expand the domestic travel survey currently conducted by the U.S. Bureau of the Census every 5 years. The goal of the cooperative project between USTS and the Census Bureau is to obtain expenditure data as part of the survey and to expand the survey's sample size to allow State-by-State and selected city-by-city analysis in terms of origin and destination of travelers.

### Media Information

This media aspect of the domestic tourism program has four principal goals:

1. To persuade committed travelers to journey more frequently to and remain longer in U.S. destinations;
2. To encourage the U.S. tourism industry to expand and intensify its own programs aimed at increasing in-Nation travel;
3. To educate users of U.S. tourism facilities, systems, and attractions on how to travel in this country in terms of efficient use of fuel, natural endowments, and their financial resources; and
4. To develop a more meaningful and substantive understanding for and appreciation of the social and economic significance of tourism by the American public.

USTS began in 1975 to devise communication techniques to attain these program goals. Work began on adapting communications tools used successfully by USTS abroad to the requirements of U.S. media. For example, editing began to retailor such instruments as destination feature packages, editorial support packets, and Bicentennial editorial support packets.

News releases, fact sheets, and other informational instruments are being written and distributed to media to promote travel and to demonstrate its economic and social importance.





## Advertising

Public service and trade advertising—with the theme "See More of America When There Is So Much More To See"—will be undertaken to convince potential travelers to select U.S. destinations. Bicentennial tie-ins will be stressed throughout the campaign. In advertisements, travelers will be urged to contact their travel agents for further information and for assistance in planning their tours.

Work began with USTS' advertising contractor to design the advertising campaign, scheduled to begin in early 1976.

USTS promotional literature, designed in 1975, will be distributed to U.S. travel agents in support of this program. In addition, plans call for development of travel films and other audio-visual materials.

## Tourism Information Services

At the present time, Americans lack a noncommercial or single source point from which U.S. travel information can be obtained. In contrast, many sources provide information on foreign destinations.

USTS began in 1975 to design and develop a system to provide up-to-date, factual, noncommercial tourism information on travel opportunities and systems in the USA. This service is to include reference books and a telephone- and mail-answering service that refers queries to appropriate sources of information, including State and city travel officials and commercial sources of tourism information. Initially the service would concentrate on answering travel trade queries, but may be expanded later to respond to general public queries.

## Policy Support

USTS is also giving priority to studies designed to gauge the economic impact of various factors on tourism. Areas to receive attention include the impact of Federal regulation and legislation on facets of the tourism industry.



# USTS Abroad

USTS continued its 14-year-old primary mission of promoting international tourism to the United States from abroad. The agency's international tourism promotion program is carried out primarily through field offices serving six market-nations: Canada, Mexico, Japan, the United Kingdom, West Germany, and France.

Modified tourism promotion programs were initiated during the year in seven additional market-nations identified as having outstanding potential for VISIT USA travel: Australia, Belgium, Brazil, Italy, the Netherlands, Switzerland, and Venezuela.

VISIT USA Committees, comprised of U.S. Government representatives, locally based representatives of the U.S. travel industry, and representatives of U.S. and foreign flag carriers serving the United States, have been established in all 13 countries.

In countries where USTS maintains field offices, the Committee advises and assists USTS in its promotional efforts. In the seven special markets, the Committee serves as the focal point for VISIT USA activities.

## Sales Development

USTS field offices abroad do not work directly with the general public, but rather through the travel trade, primarily retail travel agents, in selling travel to the United States.

Sales development is the approach used by the field offices in accomplishing this goal. USTS motivates foreign travel agents to sell the general public abroad on travel to the United States. This indirect, trade-oriented approach greatly multiplies the effect of available USTS personnel and adds an additional element of credibility with the traveling public. The public's primary source of information, the travel agent, is a native of the country, who speaks their language and intimately understands their special travel needs.

To obtain these advantages, the USTS sales effort must be designed to provide overseas travel agents with the knowledge, training, and motivation necessary to be effective sellers of VISIT USA travel. Much of this is accomplished by personal, timely, and relevant communication through scheduled sales calls.

Sales calls are carefully planned, scheduled, and coordinated during the year to achieve maximum interest in selling VISIT USA travel by members of the travel trade abroad on whom they call. Calls provide USTS with the level of personal contact necessary to gain the confidence and cooperation of individuals in the agencies who will be dealing directly with the public on a daily basis.

USTS also gathers, through these sales calls, information on the economic condition of the travel trade in each market, the level of activity of key competitive tourism destination countries, and feedback as to the degree of success of USTS promotional efforts.

In 1975 USTS field office personnel made a total of 7,485 sales calls on the top 2,181 travel industry contacts in 312 cities in the six major market-nations.

## Travel Planning Centers

Links between USTS and the traveling public abroad have been established through a system of Travel Planning Centers in USTS' six market-nations. First established in 1974 and expanded and strengthened in 1975, the USTS network of 852 Travel Planning Centers is distributed as follows:

Canada	100
Mexico	115
Japan	115
United Kingdom	200
West Germany	262
France	60

Travel Planning Centers are retail travel agencies abroad which supply information to the publics of their respective nations on travel opportunities to and within the United States. The network enables USTS to direct the potential U.S. visitor to a conveniently located point-of-sale within his or her country where that person can make the purchases necessary to become an actual U.S. visitor.

Selected as Travel Planning Centers are leading travel agencies which have proven records of success in selling VISIT USA travel or which have displayed a high degree of potential for developing this segment of their



business. The Travel Planning Center concept implies a unique relationship with USTS. Selected travel agencies abroad agree to designate at least one member of their staff as a VISIT USA specialist. Some larger agencies have VISIT USA desks or departments.

Agencies agree to display prominently signs or window stickers identifying them as Travel Planning Centers. They also agree to display USTS posters and to handle inquiries from the general public concerning U.S. travel opportunities.

In return, USTS agrees to supply permanent, comprehensive libraries of U.S. travel reference materials. Key personnel of Travel Planning Centers are invited to participate in special USTS seminars and training sessions, as well as in agent familiarization tours of the United States. Travel Planning Centers are also given preference in sales call frequency and promotional literature support.

In addition, USTS supports these designated agencies by sharing the costs of special advertising campaigns which direct potential U.S. visitors to these effective points-of-purchase.

### Travel Agent Training Seminars

Educating the travel trade abroad on U.S. travel opportunities and how to sell them effectively is another important field office activity, carried out through a series of seminars bringing groups of agents together for informative training sessions.

USTS may conduct the seminars, or may develop seminars in conjunction with U.S. hotel representatives, airlines, or other VISIT USA suppliers represented in the local market.

Seminars utilize a variety of audiovisual techniques, training aids, and other teaching techniques. Seminars expand USTS contact with agents beyond that possible through sales calls, enabling USTS to communicate with many more individual agents than is feasible on a one-to-one basis.

In 1975 USTS conducted or participated in 181 such seminars, reaching more than 14,000 travel industry contacts.

In a special effort to make the training of Travel Planning Center agents and other travel trade contacts more effective and professional, USTS instituted a study in 1975 to assess the feasibility of a comprehensive professional training program for the agents. Training would utilize the latest in training technology and would provide maximum flexibility to meet individual market and language needs. At the same time, levels of training would be established to provide individual progression through the course of study.

Finally, after formalized tourism studies are completed, familiarization tours of the United States are conducted to provide agents with actual product knowledge.





This travel trade training program entered its formative stages in 1975, and promises to be an extremely effective means of teaching agents and wholesalers about travel in the United States in an organized, logical, and highly professional manner.

### Trade Support

Sales calls, training sessions, and Travel Planning Centers are not in themselves sufficient to encourage ongoing, efficient sales of VISIT USA travel by agents abroad. Continuing sources of information and support must be made available to agency personnel.

These efforts are backed up by a continuing service to the travel trade of each market-nation.

Reference libraries in each field office enable USTS staff members to provide quick and accurate answers to agents' questions about VISIT USA travel.

In many instances, travel agent requests are best met through supplies of brochures, booklets, or printed tariff information. This literature support activity is carried out through close cooperation between the field offices and USTS' headquarters advertising staff. Through this program USTS can supply agencies abroad with bulk quantities of promotional literature produced by USTS and by States, cities, and private tourism attractions. Promotional literature, such as brochures, as well as U.S. travel posters and display materials, are key sales tools for travel agencies abroad.

In addition to this trade support which is directly aimed at increased sale of VISIT USA arrangements, field office personnel maintain other working relationships with the travel trade abroad. As representatives of the national tourism office of the United States, field office personnel play leadership roles within the tourism community of each market-nation.

### Travel Missions

Many U.S. cities, States, and attractions wish to take their tourism-promotion messages directly to markets abroad through travel missions. When marketing teams from these U.S. destinations wish to meet with the travel trade and the media of USTS market-nations, USTS field offices render their assistance.

By setting up meetings and presentations and by suggesting trade and press contacts, field offices help travel mission participants do the most efficient job in promoting international tourism to their destinations.

In 1975 USTS field personnel assisted 30 such travel missions from the United States. The majority of these travel missions visited Canada and Mexico.

### InfoRoad USA

In a pilot program initiated by USTS in one primary market-nation in 1975, the agency departed from its policy of dealing exclusively with the travel trade in each country rather than with the traveling public.

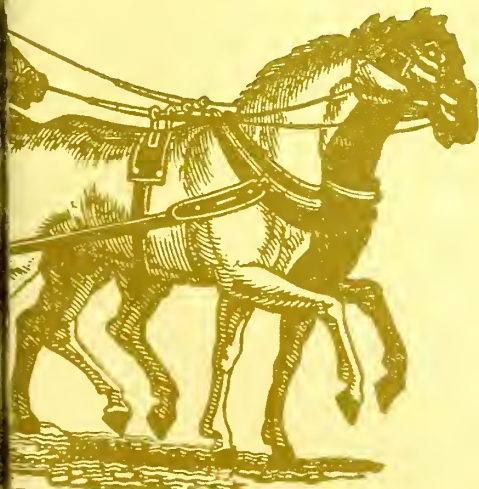
USTS identified a special need among the motoring public of Canada for a direct source of information about activities, highway routes, and vacation opportunities in the United States. Almost 75 percent of Canadian visitors travel in the United States by automobile. Canadian motorists generally do not turn to travel agents for travel assistance and thus are not fully served through USTS trade-oriented field programs.

This need was heightened when major oil companies supplying travel information to Canadian motorists curtailed or discontinued their map services and travel bureaus during the year. To fill this gap in service, USTS contracted with the Ontario Motor League to assist in establishing a free travel information service called InfoRoad USA, within reach of more than two million Canadians residing in the Toronto area.

Effective September 1, 1975, residents of the metropolitan Toronto area could phone, write, or drop in at the InfoRoad USA offices for free maps and destination and event information. This arrangement operates on an around-the-clock answering service basis while the walk-in service operates during daily office hours. The Toronto center serves as an initial test for possible additional InfoRoad USA offices in other major metropolitan areas abroad. The Canadian service also was timed to coincide with the expected surge of interest in travel to the USA to join in Bicentennial festivities.

### Special Markets

In 1975 USTS identified seven market-nations with outstanding potential for VISIT USA travel and launched



modified tourism promotion programs in these countries, referred to as "special markets."

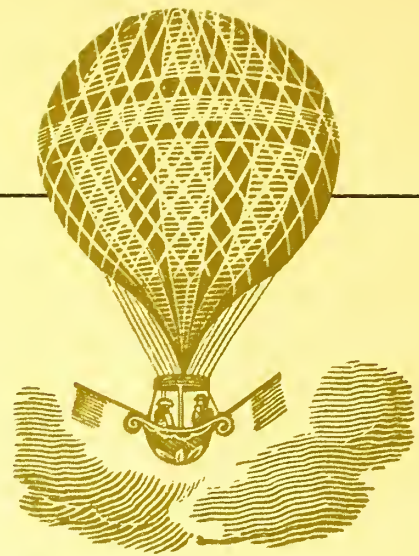
These seven countries—Australia, Belgium, Brazil, Italy, the Netherlands, Switzerland, and Venezuela—rank high in tourism-generating importance. In 1975 visitor arrivals from these seven markets totaled 601,892, an increase of 6 percent over 1974. Foreign exchange earnings from these visitors was estimated at \$298 million, up 10 percent from 1974.

USTS' special markets program is designed to involve other Government agencies and the local travel industry working together as VISIT USA Committees. The purpose of the committees is to develop programs to increase U.S.-bound tourism from these markets where USTS does not maintain field offices. The VISIT USA programs are established as part of the State and Commerce Departments' Country Commercial Program for each of the seven countries.

In these selected markets, USTS provides its travel marketing expertise to the Country Commercial Officer in establishing the VISIT USA Committee. USTS assists the committee in the development of effective programs. Technical assistance is provided by a USTS field office staff member on periodic visits to the special market.

Support rendered to the VISIT USA Committees may include USTS marketing guidance and advice; limited supplies of USTS promotional literature; art work or mechanicals of USTS-produced promotional literature, with printing costs for bulk supplies to be borne by the committee or local travel trade representatives; and USTS-produced media information. Other non-monetary support includes convention intelligence sales reports, trade show profiles, and the loan of convention and incentive travel films.

During 1975 VISIT USA Committees were established in all seven special markets with USTS assistance.





## Promoting International Travel to the USA

**I**N support of its international tourism promotion mission, USTS conducts a variety of programs designed to create greater knowledge of U.S. vacation opportunities and increased interest in the USA as a travel destination.

These marketing support programs include advertising, promotional literature, media information, familiarization tours, and VISIT USA exhibits.

All of these promotional programs are designed to generate VISIT USA tourism in terms of visitor arrivals and travel receipts, and most are carefully measured to determine their results. In 1975 Bicentennial themes were emphasized in these marketing programs.

### Advertising

Bicentennial flavor was added to the USTS advertising campaigns in 1975 to promote tourism to the United States during its 200th birthday era. Campaigns were again tailored on a country-by-country basis, compatible with each market-nation's travel profile as determined by research studies. Each campaign continued to promote the low-cost tour packages developed jointly by USTS and local tour wholesalers in each country.

USTS' advertising approach for France was designed with a strong Bicentennial approach, featuring the East Coast, the South, Midwest, and Western areas of the USA, low-cost air fares, and group inclusive tours. Media selected for the campaign were primarily national magazines, with additional support from a major daily newspaper in Paris.

Advertising for Japan was designed to feature many Bicentennial festivals and events scheduled during 1975-1976. West Coast, East Coast, Mid-America, and Hawaii were selected as featured destinations in the campaign. Four-color ads were scheduled to be placed in a wide variety of national magazines reaching Japanese travel consumers. In addition, trade support is accomplished through a monthly schedule of travel trade publication advertisements featuring Bicentennial events.

Strategy for the advertising campaign in the United Kingdom emphasized the Bicentennial and cost comparisons of value-priced U.S. vacation packages with higher-priced tours to European, Asian, and South

American destinations. Selected newspaper supplements and two national magazine advertising schedules were chosen to support the United Kingdom consumer advertising campaign, combined with an extensive cooperative advertising program with participating Travel Planning Centers in the United Kingdom.

Advertising strategy in West Germany continued to stress the cost value and affordability of U.S. vacations to the large number of value-sensitive German travelers. Four-color advertisements featuring East Coast, Mid-West, and West Coast destinations comprised the major consumer effort in Germany. In addition, more than 100 West German Travel Planning Centers elected to participate in a cooperative advertising program.

Canada's advertising program was again divided into two separate campaigns based on Canadian travel patterns determined through research efforts. The winter campaign highlighted package tours and low-cost charter flights to the South, Southwest, West, Hawaii, and Puerto Rico. A 22-page winter vacation booklet was inserted in two major Canadian magazines reaching consumers in Ontario, Quebec, and the western provinces. In addition, advertising support was provided for the new InfoRoad USA telephone inquiry service in Toronto.

Canada's 1975 summer campaign was designed to include a 32-page "Storybook USA" insert in the Canadian edition of Reader's Digest, and an automobile tour newspaper campaign for eastern and western provinces offering a driving kit as a fulfillment piece. French-language counterparts of these campaigns were scheduled for publication in Quebec Province.

Fall advertising themes in Mexico continued to emphasize the low cost of U.S. vacations and the many attractions of the Bicentennial celebration. Highlighted were special Bicentennial air fares, low-cost 15-day bus tickets, and availability of low-cost meals and accommodations.

Specific Bicentennial destinations in Boston, Philadelphia, and Washington were selected to be highlighted in the newspaper campaign in Mexico, while destinations in the West, Mid-West, and South were selected for support by an extensive television schedule.

In addition, a radio, newspaper, and literature support program was developed in support of the USTS-sponsored

VISIT USA Mobile Exhibit, which opened in Mexico City in the fall of 1975.

With the exception of the Mexican campaign, USTS advertisements in each country carry return coupons which result in a follow-up mailing of a 52-page USA Holiday Planner and other promotional materials to assist the traveler in planning his or her U.S. vacation. Fulfillment coupons are then forwarded to Travel Planning Centers or tour operators in each market for sales followup.

Coupon fulfillment is not used in Mexico due to proven low response to this advertising technique. Mexican advertisements suggest that the reader visit a local travel agency to obtain a Holiday Planner.

Planned advertising expenditures for each market-nation during Fiscal Year 1976 are as follows:

Market	FY '76 (12 Months)	Market	FY '76 (12 Months)
Canada	\$ 385,000	Mexico	\$ 361,000
France	287,000	United Kingdom	344,000
West Germany	343,000	Japan	307,000

### Literature Support

USTS also provides promotional travel literature which the field offices distribute to travel agents abroad. In 1975 more than five million pieces of literature were produced and distributed.

Literature produced and distributed during 1975 included brochures on 21 major U.S. gateway cities, a series of regional guides, fulfillment literature for USTS advertising campaigns, and a variety of other publications on subjects such as National Parks, major U.S. conventions and trade shows, and general travel information.

Most publications are printed in English, French, German, Spanish, and Japanese.

Posters were also produced for display in travel agencies and Travel Planning Centers in USTS market-nations.

In 1975, to give added support to travel promotion during the Bicentennial Era, USTS produced two special Bicentennial posters, a Bicentennial edition of its annual publication listing major festivals and events held across the USA, and a special Bicentennial edition of the USA Holiday Planner.

### Media Information

USTS' media information and services program works through newspapers, magazines, and radio and television outlets in USTS' six primary market-nations to convince potential travelers to select U.S. destinations and to encourage travel industries in those nations to expand and intensify their own programs aimed at increasing business and pleasure travel to and within the United States.

In countries other than USTS' 13 primary and special markets, the United States Information Agency distributes the USTS-prepared media material through its channels abroad.

In USTS markets, professional communications consultants under contract to USTS translate and edit material supplied by USTS staff members in Washington and place the articles with local media. In addition, these firms respond to local press queries concerning U.S. vacation opportunities, maintain photo files featuring U.S. destinations and vacation activities, and design and implement special projects such as photo displays or promotional events designed to persuade the public in those nations to select the USA as their travel destination.

Media program results are measured in terms of what resulting coverage would have cost if purchased as advertising. In 1975 USTS' media information program abroad resulted in \$7.8 million worth of coverage in advertising equivalent dollars.

Destination Feature Packages (DFP's) continued to be the primary tool used by USTS in carrying out this tourism information goal. Packages include a feature article, fact sheet, photographs, maps, and brochures about a series of attractions throughout the Nation related by a common tourism theme.

Nine DFP's were prepared and distributed by USTS during 1975. Themes explored in the packages included music festivals, farm and ranch tours, U.S. regional food specialties, aerial shows by antique and modern aircraft, skyscrapers, and underwater parks which U.S. visitors can explore by scuba diving or snorkeling. Destination Feature Packages provide editorial and marketing support for tours formulated by USTS' tour development program, as well as for its convention, incentive travel, trade show, and visitor facilitation programs. Information related to the Bicentennial was included in all articles distributed during 1975.

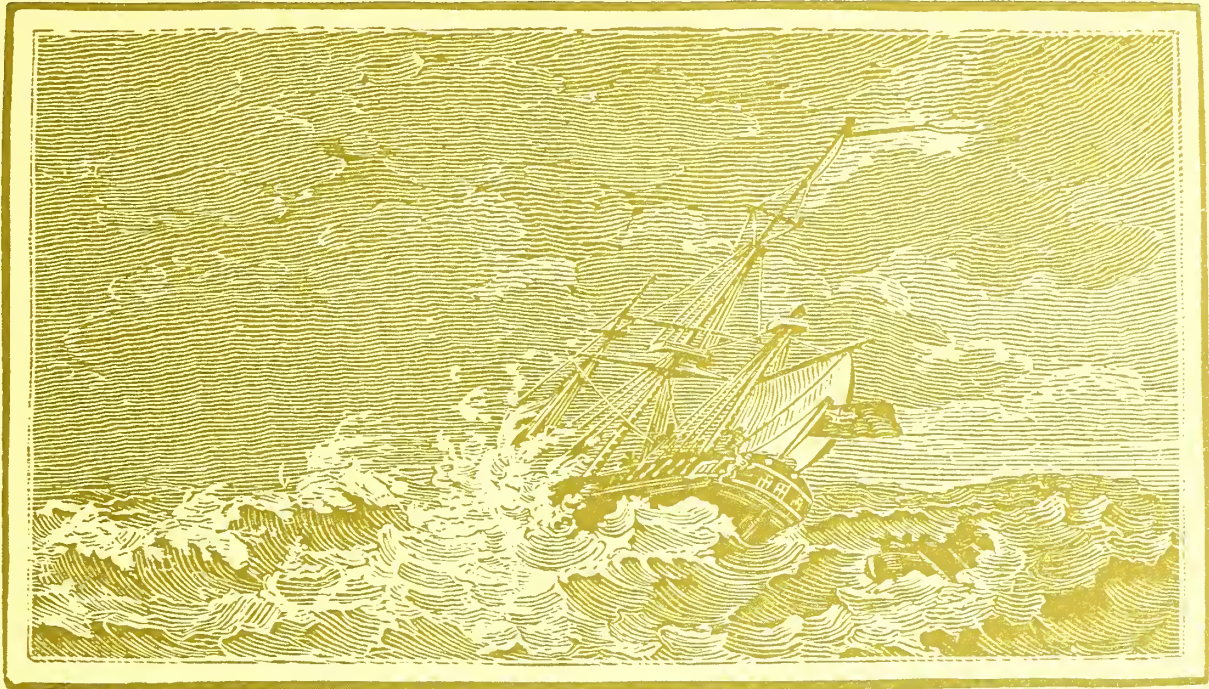
Articles based on DFP's appeared 679 times in international publications, resulting in \$613,000 of equivalent advertising dollar value during the year.

Similar in nature to DFP's, more abbreviated Editorial Support Packets (ESP's) cover subjects usually related to hospitality services for incoming travelers, advice to overseas visitors, or special interest topics.

Topics covered in these articles included tips on tipping, eating on a budget, low-cost accommodations, how international visitors can cope with medical emergencies while traveling in the USA, and helpful hints for handicapped travelers.

USTS developed a new communications tool in 1975 to support international tourism during the Bicentennial Era. Called Bicentennial Editorial Support Packets (BESP's), this new series of articles and supporting





material emphasized U.S. travel-related themes, but with the strongest possible Bicentennial emphasis.

Five BESP's were produced in 1975. Topics included major Bicentennial parades in the USA during 1976; a feature on what various U.S. industries are doing to commemorate the Bicentennial and America's industrial heritage; and automobile, bicycle, horseback, and hiking trails being developed or expanded during the Bicentennial Era.

Editorial Support Packets and the new Bicentennial support features appeared 201 times in international publications. Coverage would have cost \$142,000 if purchased as advertising.

USTS served during 1975 as a focal point and clearinghouse of Bicentennial travel information for international news media. The agency received newsletters, brochures, press releases, magazines, and calendars on a regular basis from several hundred sources including State and city tourism officials and Bicentennial organizations, the American Revolution Bicentennial Administration, tourism attractions, and Discover America Travel Organizations, Inc.

This information was channeled to media abroad through USTS' six field offices and market-level communications specialists under contract to USTS. In addition, special requests, channeled through USTS field offices, requiring additional information or special research on Bicentennial projects, events, and travel opportunities were given special attention. Research was also done on Bicentennial locations and events for possible inclusion in USTS-sponsored familiarization tours for international journalists.

Part of USTS' media program to promote international tourism to the United States is carried out through domestic communications outlets. U.S. media information programs are designed to support the agency's international tourism promotional efforts through material distributed to travel trade publications and general interest media in the United States.

Through news releases, fact sheets, and specially prepared articles, USTS conveys information through all types of media regarding such topics as the economic importance of international tourism, characteristics of incoming visitors, and statistics relating to international visitor arrivals. News releases, fact sheets, and feature articles are also prepared and distributed to media to keep members of the U.S. travel industry advised of USTS programs, policies, and marketing opportunities.

Releases and articles are also placed in general-topic U.S. publications in an effort to encourage Americans to be good hosts to international visitors.

### Familiarization Tours

Familiarization tours are an important support element in USTS international tourism promotion efforts, because they provide actual first-hand product knowledge of U.S. destinations and travel facilities.

USTS sponsored familiarization tours of the USA for more than 3,400 international travel experts in 1975, an increase of more than 1,000 participants compared to the previous year's familiarization program.

Designed to acquaint international travel experts with vast U.S. tourism opportunities, these familiarization



tours have become valuable tools for travel specialists in increasing both their enthusiasm for and knowledge of the United States.

In planning these tours, USTS coordinates itineraries with State and city tourism officials; arranges ground transportation, sightseeing, and accommodations; provides tour escorts; and obtains interpreters as needed. In some cases, USTS staff members coordinate arrangements for familiarization tours originating with the six USTS field offices abroad and with VISIT USA Committees in USTS' seven special market areas.

Through liaison with the Civil Aeronautics Board and with major U.S. air carriers participating in the VISIT USA program, waivers are obtained making it possible for carriers to provide complimentary air transportation for tour participants. Tour participants and tour goals fall into several categories.

#### **Wholesale Travel Agents:**

Tours for wholesale travel agents provide opportunities to negotiate directly with U.S. travel suppliers for such items as accommodations, ground arrangements, and other necessary services which the wholesaler will market in his home nation. These tours also enable wholesalers to inspect U.S. attractions and properties and investigate existing domestic packages that can be used in conjunction with or as components of tours originating in their respective countries.

#### **Product Inspection Tours:**

Tours for international tour producers—called product inspection tours—were initiated on a test basis during

1975. The objective of this familiarization tour program is to permit management-level representatives of selected foreign tour producers to examine new tourist destinations in the USA with a view toward their inclusion in future tour packages. Itineraries for product inspection tours are developed by USTS tour development specialists and are tailored to the specific demands of the markets represented on each tour. Highly structured, each tour has fewer than ten participants, who are escorted by a USTS staff member.

Special provision is made for business meetings with tourism industry representatives at each U.S. destination visited. During 1975, three product inspection tours involving 22 tour producers from Canada, Mexico, Japan, France, and the United Kingdom were undertaken by USTS. Itineraries, designed to visit destinations not well known in the foreign markets, included stops in Big Sky, Montana; Nashville, Tennessee; and the U.S. Virgin Islands.

#### **Retail Travel Agents:**

Tours for retail travel agents are designed to help them increase their sales of travel arrangements to U.S. destinations by familiarizing them firsthand with the destinations and attractions they will be selling.

In 1975 more than 1,900 retail travel agents participated in these tours. One itinerary brought 16 German travel agents representing ABR-Reisebuero on a week-long tour of San Francisco, Los Angeles, Las Vegas, and Phoenix. Another USTS-sponsored tour brought agents representing 40 travel agencies in Mexico to Buffalo,



New York City, Boston, Philadelphia, and Washington, D.C.

### Journalist Familiarization Tours:

Journalist familiarization tours are designed to generate coverage in international media which will increase interest in U.S. travel and acquaint the public of each country with U.S. travel opportunities.

Differing substantially from formats of other USTS-sponsored familiarization tours, journalist "theme" tours are based on travel motifs which can serve as bases of resulting articles and broadcasts. A number of destinations throughout the United States which relate to or typify the chosen travel theme are visited.

Although the majority of participating journalists are travel writers and editors, in many cases a tour's theme may call for other journalistic specialties. For example, a wildlife tour may be of interest to editors of outdoors magazines, or a shopping tour may attract representatives of women's magazines.

In addition to permitting journalists to experience travel opportunities and participate in U.S. vacation activities, the familiarization tours also include opportunities for participants to interview experts on the tour's theme or on local attractions or events.

Media results of journalist familiarization tours are measured by equating what the coverage would have cost if purchased as advertising. For example, the January 1975 journalist tour, "Bicentennial Preview," which highlighted planned Bicentennial activities in Boston, Washington, D.C., Philadelphia, and New York City, produced more than \$611,409 worth of press coverage in international media by the end of 1975.

Actual clippings of resulting press coverage, along with translations, equivalent advertising value, circulation figures and other pertinent information are compiled by USTS. These media results are then forwarded to State, city, and local contacts who were involved in the planning and conduct of the tour. Through this feedback system, USTS is able to maintain its close ties with members of the U.S. travel industry, effectively show local hosts the results of their efforts in connection with the tour, and provide them with valuable information.

USTS also coordinates a number of journalist familiarization tours sponsored by members of private industry or State and local governments who wish to feature their own destinations, services, or facilities. USTS field offices abroad help with the selection and invitation of appropriate journalists, briefing and debriefing of participants, and channeling of feedback clippings to tour hosts.

One such tour was conducted in 1975 by the Lincoln Heritage Trail Foundation, which sponsored a tour of

Illinois, Indiana, and Kentucky with USTS assistance. Resulting press coverage was estimated to total \$75,000 in equivalent advertising value. Other such 1975 projects included tours sponsored by the Thoroughbred Breeders of Kentucky and a Pacific Northwest Festival promotion tour cosponsored by the State of Washington, the City of Seattle, and the Seattle Opera Company.

### Results of USTS-Sponsored International Journalist Familiarization Tours Conducted in 1975

NAME OF TOUR	Month Conducted	Equivalent Advertising Value
Bicentennial Preview	January	\$ 611,409
Snowplay, USA	February	173,074
Bicentennial Curtain Raiser	March	59,506
Seven Natural Wonders of the USA	May	79,768
Theme Parks, USA	June	143,464
Favorite of Favorites	July	84,958
Bicentennial Budget Tour	September	27,938
Seascapes, USA	October	13,143
The Magic of America	November	19,547
	TOTAL	\$1,212,807

These figures reflect results received by December 31, 1975. Results will continue to be reported in 1976, as many articles are not published for some months after completion of the tour.

### VISIT USA Mobile Exhibit

USTS' best-known tourism promotion exhibit has been the VISIT USA Mobile Exhibit, a six-story, air-supported dome housing Walt Disney Productions' 360-degree Circle-Vision film, "America, the Beautiful." The Mobile Exhibit began its around-the-world mission of tourism promotion at the 1970 World's Fair in Osaka, and since then has made appearances in Tokyo, Sydney, Leningrad, Mexico City, Guadalajara, London, and Paris.

In November 1975 the exhibit returned to Mexico City for the beginning of its final USTS-sponsored appearance to international audiences. More than half a million Mexican visitors are expected to view the exhibit's film by the close of the show, scheduled for March 1976.

USTS has emphasized use of the Mobile Exhibit by the travel trade. On selected days, the exhibit is closed to the public and used as a sales tool exclusively by members of the travel trade, including travel agents, airlines, and other tourism industry representatives. Other uses of the exhibit include staff training, sales incentive gatherings, special receptions, package tour promotions, sales lectures, and press receptions.



## Tour Development

**U**STS' tour development program is designed to motivate international tour producers to create more package tours to the United States, thus making it easier for international travelers to purchase U.S. travel arrangements.

Package tours offer a number of important advantages to incoming tourists. Costs are usually lower than for independent travel, packaged arrangements eliminate the necessity of a traveler making his or her own detailed travel arrangements, and tour escorts help overcome language barriers feared by non-English-speaking visitors.

### Tour Contracts

To achieve these program goals, USTS provides technical support, product promotion, and financial assistance to participating tour producers in its six primary market-nations. Individual tour development projects are carefully negotiated by USTS with a view toward achieving a steady growth not only in the number of package tours to the United States, but also in their quality, variety, and the marketing efforts needed to achieve predetermined sales goals.

Once a complete production and marketing plan for a tour development project has been mutually agreed upon, including specific provisions for measuring results in terms of number of passengers and U.S. receipts, the terms of the agreement are formalized in a contract between the tour producer and USTS. Financial support provided by USTS under a tour development contract may be for such items as development, production, and distribution of brochures or tour catalogs; production and distribution of sales promotion materials, such as posters, displays, or other point-of-sale materials; trade or consumer advertising; direct mail advertising

programs; and training or familiarization programs for retail travel agents who will be selling the new package tours.

During 1975 USTS invested \$935,000 in this program, concluding 57 contracts with wholesalers in the six primary market-nations. The country-by-country breakdown is as follows:

Country	Amount Invested	Number of Contracts
Canada	\$281,000	25
Japan	\$212,000	6
Mexico	\$ 73,000	5
West Germany	\$213,000	9
United Kingdom	\$ 80,000	8
France	\$ 76,000	4

In addition, USTS field offices abroad invested \$47,000 in 24 tour projects of a smaller scale, generally in the category of special interest travel.

Tour development programs generally span a time period of more than a year from contract signing to the end of tour offerings. Therefore, some passengers who arrived in the United States during 1975 may have purchased tour packages resulting from contracts signed by USTS the previous year.

USTS' measurement system reported that in 1975 more than 448,000 international travelers purchased package tours supported by the USTS tour development program. Expenditures of these visitors totaled nearly \$220 million.

### Discover America International Pow Wow

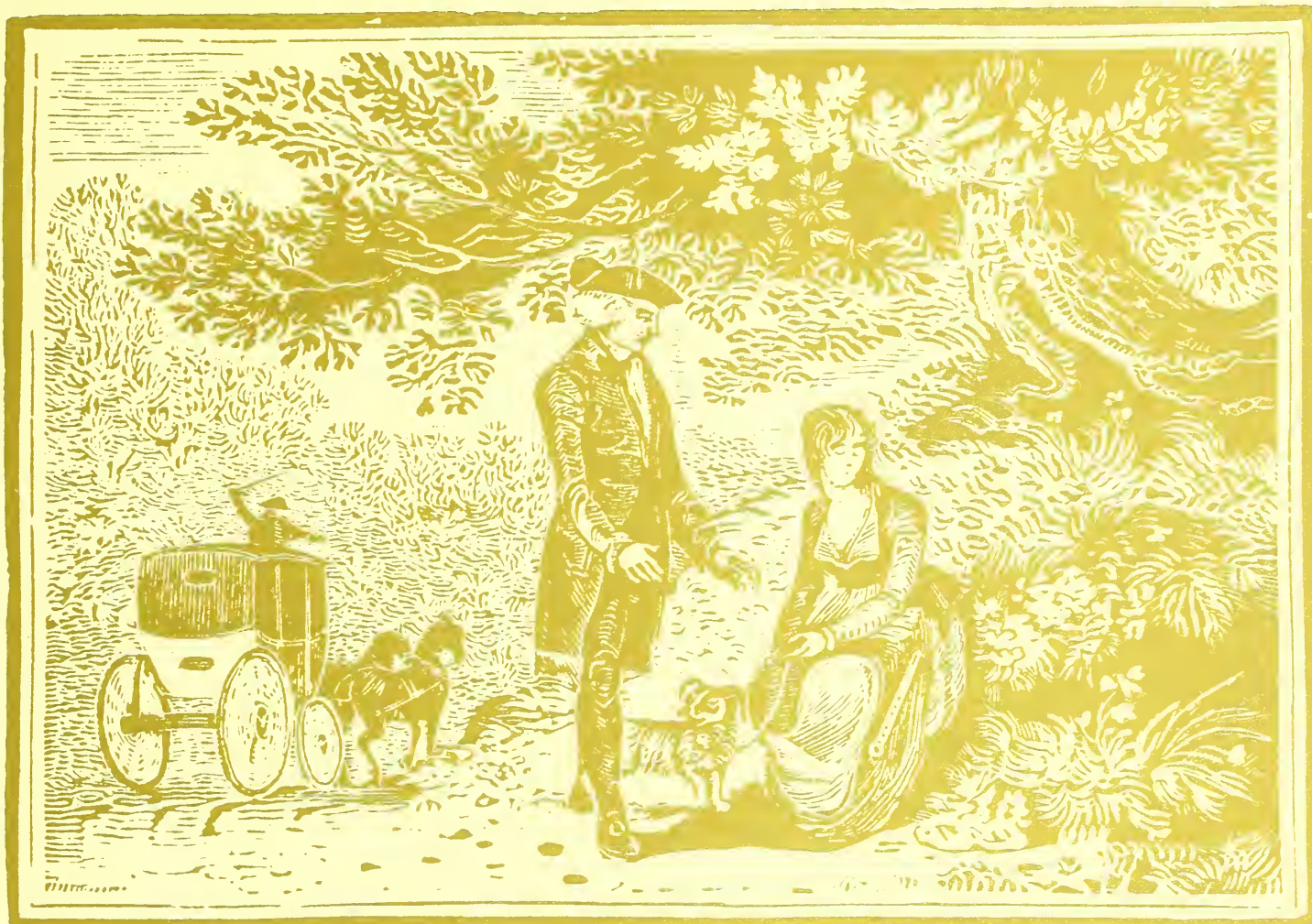
The seventh annual Discover America International Pow Wow was held in Boston, August 17-20, 1975. Pow Wow is sponsored jointly by USTS and by Discover America Travel Organizations, Inc., the national non-profit organization of the U.S. tourism industry.

Pow Wow bolsters USTS' tour development program, because international delegates can actually contract during the meeting for the U.S. travel arrangements which will comprise future VISIT USA tours.

Pow Wow is the major marketplace for VISIT







USA tourism goods and services. The annual meeting is distinguished from other tourism events in that it provides a structured system of business appointments between U.S. "sellers" of tourism arrangements and international "buyers" (primarily travel wholesalers and tour operators). The appointments system assures not only a businesslike environment, but also maximum results for both domestic and international participants.

At the 1975 Pow Wow a sophisticated computerized appointments scheduling system was introduced, which provided effective matching of participants in appointment sessions. Other improvements were made in 1975 in the area of selecting international participants, handling of transportation arrangements for international delegates, and setting qualifications for domestic exhibitors and suppliers.

The Boston Pow Wow was attended by 450 international delegates representing 59 countries. Delegations from USTS' six primary markets accounted for 46 percent

of the total international attendance, and delegations from USTS' seven special markets accounted for an additional 18 percent.

Domestic delegates—U.S. suppliers representing all facets of the travel industry from airlines and receptive service tour operators to individual tourist attractions and accommodations—numbered 800.

Following the official business portion of the Pow Wow, some 58 international delegates participated in familiarization tours of New England, enabling them to obtain firsthand information on travel opportunities in the region.

International delegates to Pow Wow are selected by Pow Wow committees in each nation. In the case of USTS' primary market-nations, USTS field office directors chair these committees.

Pow Wow also was attended by 27 press representatives from 14 foreign countries and by 65 representatives of U.S. news media in 1975.



## Promoting Business Travel to the USA

**I**N 1975 some 1.7 million international visitors came to the United States for business purposes. One special category of business travelers—delegates to international congresses—reports expenditures averaging twice that of daily spending by international pleasure travelers and three times that of domestic travelers.

Thus, the business travel market is a fertile field for VISIT USA promotion. USTS business travel promotion efforts include programs to attract international congresses to U.S. venues and to increase attendance at these meetings; programs to boost incentive travel to U.S. destinations; and programs to encourage international participation and attendance at key U.S. trade shows.

### International Congresses

Each year, the United States welcomes thousands of visitors who travel here to attend international congresses, world meetings, or conventions of international associations. USTS conducts a major program designed to persuade international associations to choose the United States as a site for world congresses and to promote international attendance at these meetings.

This congress program is developed by USTS personnel headquartered in Washington, D.C., and by staff at the International Conventions Sales Office (ICSO), based in the American Embassy in Paris. Paris is the optimal location for the ICSO, because 83 percent of all international associations are based in Western Europe.

ICSO staff members make sales calls on some 700 target international associations, primarily in Western Europe. Information collected during visits includes such items as date (year) of next uncommitted world congress, number of anticipated delegates, site preferences or special site needs, and requirements. Pertinent data is then computerized.

Printouts, called contact reports, are updated with information on U.S. affiliate organizations of the international association and then are used in two ways. U.S. association affiliates are encouraged to bid for and organize the world congress in the United States, and contacts are made with U.S. cities and convention sites to encourage them to bid for congress venues.

USTS can offer U.S. affiliate associations its expertise

in congress organization, as well as financial assistance in the form of matching funds to provide necessary simultaneous translation services during the congress. USTS also works closely with U.S. convention host cities interested in attracting world congresses. In addition to providing contacts and bid information through its computer printouts, USTS also inventories convention facilities in major U.S. destinations and publishes the information in a book circulated to international associations interested in scheduling a congress in the United States.

In addition, familiarization tours are scheduled for executives of selected international associations so that key decisionmakers in congress site selection can examine congress facilities in a number of U.S. locales. Two such site selection tours were conducted in 1975, visiting New York City, Atlanta, New Orleans, Miami Beach, Kansas City, Salt Lake City, Seattle, and San Diego.

Once an association has decided to hold its congress in the United States—sometimes several years before the meeting is actually held—USTS then devotes its efforts, primarily through its field offices abroad and congress specialists worldwide, to boosting international attendance at the meeting. In some cases, USTS assists the association in packaging travel plans for delegates or helps arrange pre- or post-congress familiarization tours, usually visiting sites of professional, as well as touristic, interest to delegates.

Since the congress program began in 1969, some 109 world congresses have been obtained for the United States through USTS efforts. These congresses expect a total attendance of more than 75,000 delegates and estimated foreign exchange earnings in excess of \$30 million. These figures are conservative, since they do not include transportation to and from congress sites, expenditures by delegates' families, pre- or post-congress tours and professional visits, or additional days spent in the United States for other purposes. Nor does the figure include foreign exchange savings resulting from the fact that U.S. delegates do not leave the country to attend the meetings.

In 1975 with the cooperation of USTS' research staff, a solid foundation of statistics was developed on which to base the international congresses program and evaluate its



impact. The resulting study, "The Market for International Congresses," was released in April 1975.

Based on comprehensive, analytical interviews in Europe, North America, and Asia, the report analyzed market segments and explored such areas as the mechanics of congress venue selection, market mechanics, sales channels, the geography and size of the market, the U.S. market share, the economic impact of congresses, and the outlook for the future.

The report revealed that international congress participants' average trip expenditures were 1.8 times those of international visitors in general. The U.S. share of the international congress market was estimated at 6.6 percent of all meetings and 14.5 percent of attendance at all congresses.

The report categorized the following as being particularly attractive for international congresses: California, with 50 congresses planned or held between 1973 and 1976; the District of Columbia with 33; New York with 30; and Massachusetts with 21.

Trends indicate that the total number of congress participants will more than double and the number of

congresses will triple from 1973 to 1993. This signifies a trend toward smaller, more substantive congresses.

In analyzing the U.S. market for international



The following congresses were obtained for the United States through USTS efforts in 1975. These congresses anticipate attendance by more than 28,810 delegates and should result in dollar earnings estimated at more than \$12.3 million.

World Psychiatric Association  
International Federation of Societies of Philosophy  
International Council of Scientific Unions  
International Council of Scientific Unions Abstracting Board  
International Council of Scientific Unions Council on Data for Science and Technology (CODATA)  
International Alliance of Women  
International Society for Soil Mechanics and Foundation Engineering  
International Federation of Agricultural Producers  
Association of British Travel Agents  
International Police Association  
Society for New Testament Studies  
International Association of Agricultural Medicine  
International Press Telecommunication  
International Society for Contemporary Music  
Inter-American Institute of Agricultural Sciences of the Organization of American States  
International Association of Ports and Harbors  
International Association on Mechanization of Field Experiments  
International Plant Breeders Association for the Protection of New Varieties  
International Federation of Interior Designers

International Cartographic Association  
International Federation of Seed Trade  
International Society for Prosthetics and Orthotics  
International Council of Nurses  
International Council of Christian Churches  
International Folk Music Council  
International Council of Graphic Design Associations

Thirteen congresses, many obtained in previous years through USTS efforts, were actually held in the United States during 1975. Delegate attendance totaled 6,596 and dollar earnings were estimated at more than \$2.56 million. These congresses were:

International Association for the Protection of Industrial Property  
International Ski Federation  
International Superphosphate and Compound Manufacturers Association  
International Marine Radio Association  
International Amateur Theatre Association  
International Association for Analogue Computation  
International Federation of Landscape Architects  
World Federation of the Deaf  
International Vegetarian Union  
International Society of Biometeorology  
International Association of Hydrogeologists  
International Federation of Agricultural Producers  
Association of British Travel Agents

congresses, the 1975 report indicated that U.S. potential has its strongest roots in two areas of consideration:

1) its high state of scientific and technological development, attracting experts in various fields from other parts of the globe to U.S. substance-oriented congress venues; and 2) the scenic appeal of certain regions, notably the West, whose legend is still alive in most of the world.

In a further effort to promote congresses for U.S. venues, USTS staff members maintain liaison with key figures in the field of association management and congress/convention planning through participation in such organizations as the International Congress and Convention Association (ICCA), the American Society of Association Executives (ASAE), and the International Association of Convention and Visitor Bureaus (IACVB).

### Incentive Travel

Program efforts to boost incentive travel to the United States were intensified by USTS in 1975, and the first concrete results of the program, initiated in mid-1974, were realized.

Incentive travel, a popular concept with U.S. businesses, is used to build sales, production, or employee morale. Programs, operated by business firms usually with the assistance of travel organizations specializing in incentive travel planning, generally offer first-class vacations as an incentive for increased sales or productivity.

Although not widely used in other nations now, the concept is growing in popularity, and USTS is beginning to tap this high-growth-potential travel market.

USTS programs are aimed at promoting the concept of incentive travel among business and industrial firms abroad and at encouraging selection of U.S. destinations for vacations presented to incentive program winners.

An incentive travel film, produced in English, French, and Spanish by USTS when the program was initiated, was produced in Japanese and German in 1975, along with accompanying brochures in the same languages.

The film and brochures serve as the nucleus of a series of incentive travel seminars conducted by USTS staff members, representatives of firms specializing in incentive travel arrangements, and often representatives from firms that have successfully used incentive travel as a motivator. These experts present the incentive travel concept to foreign representatives of business and industrial firms and encourage use of U.S. destinations in travel awards ultimately earned by the firms' employees, dealers, and distributors and their spouses.

In 1975 incentive travel seminars were conducted by USTS in Paris, Lyon, Mexico City, Hermosillo, Madrid, Bilbao, Barcelona, and Valencia.

One incentive travel tour resulting from the USTS program involved the Japanese Coca-Cola company. The tour was planned for purposes of increasing sales and expanding the market in Japan. More than 500 Coca-Cola retailers and accompanying family members who participated in the incentive program won trips to San Francisco, Los Angeles, and Honolulu. USTS supported the project by presenting the USTS incentive film and literature to Coca-Cola representatives, assisting in planning the final tour itinerary, endorsing the tour, and supplying literature and information support to members of the tour group. Dollar earnings of this Japanese incentive tour project totaled more than \$303,000.

Results of the incentive travel program are measured by USTS in terms of both incentive travel passengers and their expenditures. In 1975 incentive travel programs promoted by USTS brought nearly 5,000 visitors to the United States, with reported expenditures totaling almost \$3 million.

### Trade Shows

USTS carries out a continuing program to promote business and professional travel to the United States by encouraging international participation and attendance at key U.S. trade shows. After conducting research on U.S. trade shows and translating findings into information profiles, USTS publishes an annual directory of more than 500 trade shows and exposition events in the United States that welcome international attendance.

During 1975 USTS counseled sponsors of 85 major trade events on the advantages of providing special services to international attendees, including multilingual literature, advance registration of international participants, foreign exchange conversion facilities, and use of international symbol signs in exhibit areas. To promote international attendance at key trade shows, USTS certified 60 such events in 1975 under the Trade Fair Act, providing for duty-free entry of foreign exhibit items.

"VIP" recognition—meaning "Visit, Investigate, Purchase"—was extended to five major trade events that made outstanding efforts to attract international participation.

After determining those trade shows of greatest interest abroad, USTS promotes international attendance at the shows through the six USTS field offices and U.S. foreign commercial service posts around the world.

USTS also works closely with trade show organizers to encourage participation by international exhibitors,





because of proven high foreign exchange earnings resulting from such participation. An estimated 1,547 international exhibitors participated in U.S. trade shows during 1975, resulting in foreign exchange earnings of approximately \$8.5 million.

### International Expositions

Under State Department auspices, USTS attends meetings of the Paris-based Bureau of International Expositions (BIE), which coordinates international expositions, including major world's fairs. USTS thus becomes the focal point for plans by U.S. cities to host such expositions.

Under BIE regulations, expositions fall generally into two broad categories: first category major world's fairs, such as Osaka in 1970 and Montreal in 1967; and special category expositions based on a theme, such as Expo '74 in Spokane, which used an environmental theme.

BIE requires that host governments apply for first category expositions no earlier than 10 years nor later than 5 years in advance of the scheduled opening date. Special category expositions require leadtimes by the host government of a maximum of 5 and a minimum of 4 years.

In 1975 one major U.S. city applied to USTS for Federal recognition of its application to host a first category world's fair in 1981. During the latter part of the year several other cities announced to USTS their intention to submit applications for special category expositions in the 1980's.

USTS works with interested host cities in the formative stages of exposition planning. When an application is submitted, USTS is allotted up to 6 months in which to evaluate the application with regard to such criteria as economic feasibility, site acquisition and capability, plans for architectural and design control, and in the case of special category expositions, theme ambience.

## Visitor Facilitation

**U**STS manages programs designed to meet the receptive service needs of international visitors. These visitor facilitation programs assumed increased importance in 1975 as the Nation began to welcome increased numbers of international visitors during the first half of its Bicentennial Era.

Many of the facilitation programs are designed to meet the special language needs of non-English-speaking visitors from abroad. Programs include multilingual receptionists in key U.S. gateway airports; use of nonverbal international symbol signs in airports and other facilities used by international visitors; certification of hotels, motels, and restaurants which provide key personnel speaking major foreign languages; and a toll-free telephone service with multilingual operators trained to answer tourism-related questions.

### Traveler's Guide to Information Sources

International visitors to the United States can now obtain a new guide booklet to assist them with problems such as the location of foreign currency exchange facilities and emergency assistance offered for international tourists.

*Traveler's Guide to Information Sources* was published by USTS in late 1975 to be made available both overseas and within the United States during the Bicentennial year. The guide includes addresses and telephone numbers of State and city tourism offices; location of State welcome centers on major highways; addresses of the regional offices of the National Park Service and a map of the National Park System; locations of airports with multilingual gateway receptionists; and additional information of interest to foreign visitors.

Copies of the guide are distributed abroad through USTS field offices in Canada, Mexico, the United Kingdom, France, West Germany, and Japan, and in other nations through United States Information Agency libraries and Country Commercial Officers.

The guide augments a 1974 USTS publication—*Action Guide*—an information booklet on facilitation services for international visitors designed to assist States, cities, and interested organizations in establishing their own host services.

*Action Guide* is a companion piece to a 30-minute instructional film, "Welcoming International Visitors to the USA." The documentary film illustrates the problems encountered by non-English-speaking tourists and how Americans can help overcome these difficulties. The film is loaned to interested groups by State and local tourism officials or directly through USTS. In 1975, 143 presentations were made to more than 6,000 key personnel. Together the two tools provide the basis for an educational program designed to meet the special needs of international visitors during the Bicentennial Era. A total of 12,500 copies of the *Action Guide* were distributed in 1975 to travel-related organizations.

### Visitor Services Representatives

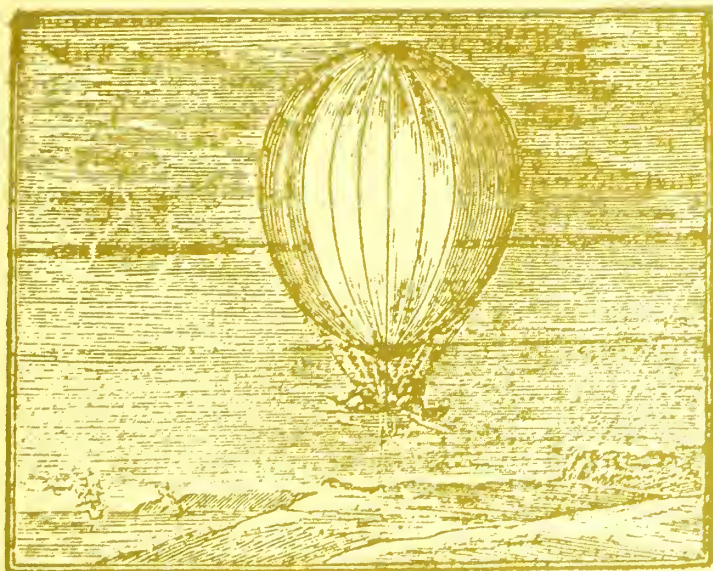
One of USTS' major visitor facilitation programs involves establishment of corps of multilingual port receptionists who welcome incoming travelers and assist them with U.S. entry formalities at key gateway airports in the United States.

Initiated in 1970, the program is a cooperative effort of USTS, the Department of Health, Education, and Welfare, and airport authorities or convention and visitors bureaus of major gateway cities. The program uses the College Work/Study Program conducted by HEW's Office of Education as a source for multilingual receptionists. Up to 80 percent of wage costs are paid by colleges from grants used to assist students; USTS finances the remainder. With guidance from USTS, airports or convention and visitors bureaus hire and supervise the receptionist staff and provide suitable uniforms.

In 1975, 10 major airports offered this service: New York City (J. F. Kennedy Airport), Seattle, San Juan, Philadelphia, Miami, Washington, D.C. (Dulles), Boston, Bangor, Chicago (O'Hare), and San Francisco.

In addition to the part-time receptionists employed under the work/study program, full-time Visitor Service Representatives provide language assistance at 10 major airports: New York (J.F. Kennedy Airport), Seattle, San Juan, Philadelphia, Miami, Washington, D.C. (Dulles), Boston, Chicago (O'Hare), Los Angeles, and San Francisco. These full-time Visitor Service Representatives





offer year-round professional receptionist service and serve as the supervisory cadre for the receptionist program as a whole. Receptionists wear the same distinctive uniform at all gateways served.

### Hotel and Restaurant Language Accreditation

Checking into a hotel or ordering a meal at a restaurant can be bewildering to a non-English-speaking guest. Because hotels, motels, and restaurants provide "front line" contact with international tourists, USTS carries out a program to maintain multilingual channels of communication in these facilities.

USTS issues bilingual certification to those hotels, motels, and restaurants staffed in key positions by personnel fluent in a major foreign language, including Spanish, French, German, Japanese, and Italian. Certified properties may display a certificate issued by USTS attesting that they provide assistance in listed languages.

Listings of these properties become part of the sales tools distributed overseas by USTS field offices and VISIT USA Committees to key agents, tour operators, and airline personnel.

In addition, hotels, motels, and restaurants participating in the program are designated in the current edition of the regional Mobil Guides, so that tourists can select hotels, motels, and restaurants which will meet their language needs.

In 1975 certification was extended to:

Language	Hotels/Motels	Restaurants
French	2,493	634
Spanish	3,291	709
German	2,819	564
Japanese	603	141
Italian	1,694	459

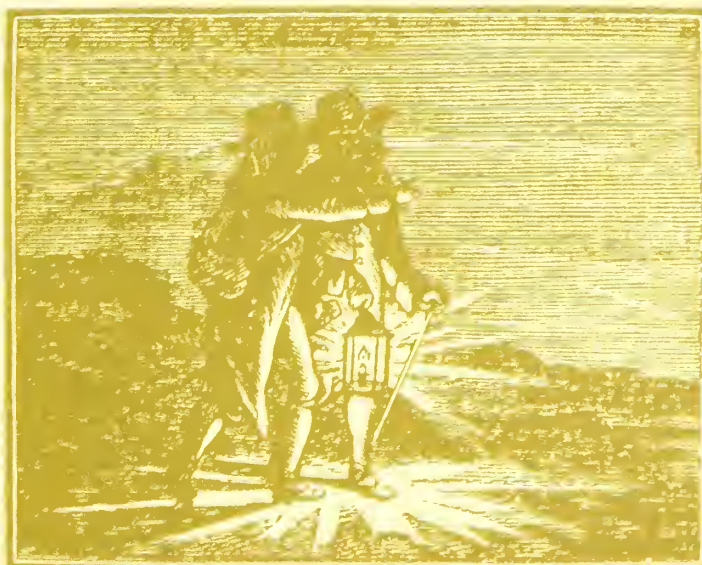
### TravelPhone USA

For international visitors, multilingual assistance is only as far away as the nearest telephone. TravelPhone USA, operated by TraveLodge International as a service to USTS, features a toll-free number which international visitors may dial from any of the 48 contiguous States. Callers are then put in touch with highly experienced multilingual operators who are trained to answer tourism-related questions in French, German, Japanese, Spanish, and English.

Emergency translation services also are available through TravelPhone to visitors from abroad.

USTS supplies travel information reference materials and assistance and promotes the service abroad to alleviate the "language barrier" fears frequently expressed by visitors not fluent in English.

During 1975 some 5,400 visitors were assisted through TravelPhone USA.



## State-City Liaison

**L**IAISON with State and local government tourism officials is vital to USTS' tourism promotion mission. The purpose of this relationship is two-fold: to encourage State and local government tourism officials to provide the necessary facilitation services for international guests, and to assist them in promoting their destinations in international markets.

Liaison was strengthened through meetings with the ten-member State Coordinating Committee, which has become a motivating force, increasing the involvement of the various States in international tourism promotion and in the establishment of improved visitor services.

USTS also maintains continuing liaison with other tourism organizations, including the Southern Travel Directors Council, Council of Regional Travel Executives, Western American Convention and Travel Institute, U.S. Travel Data Center, and Discover America Travel Organizations, Inc.

### State Days Conference

USTS' initial State Days Conference in 1974 was followed by a second conference held in the early months of 1975. Attended by representatives of 46 states plus the District of Columbia, Puerto Rico, the Virgin Islands, Guam, and American Samoa, the conference gave participants an opportunity to learn more about USTS programs and to increase their expertise in developing international tourism.

The highlight of the 1975 State Days Conference was a luncheon meeting attended by 140 congressional representatives and addressed by Vice President Nelson Rockefeller.

### Matching Grants

An important aspect of the State/city liaison function is USTS' matching grants program launched in 1971. Cities, States, and nonprofit organizations are eligible to participate in the program. Grants may be used for projects promoting travel to the United States or for improving facilitation services for international visitors.

Awards are made for projects having the best potential for increasing foreign exchange earnings. Funds in 1975 were granted principally for programs involving media advertising, simultaneous translation services for international congresses held in the United States, and tourism research.

Sixty-four grants totaling \$545,390 were awarded in 1975 as follows:

GRANTEE (By State)	FEDERAL SHARE	PROJECT
<b>Arizona</b>		
Tucson Convention and Visitors Bureau	\$2,500	Advertising in Mexico
Arizona Hotel and Motel Association	\$5,000	Advertising in Canada
<b>California</b>		
Palm Springs Convention and Visitors Bureau	\$4,155	Advertising in Canada
San Francisco Convention and Visitors Bureau	\$10,000	Advertising in Canada
Southern California Visitors Council	\$12,500	Advertising in Canada
Southern California Visitors Council	\$7,500	Advertising in Mexico
American Chapter, International Real Estate Federation	\$10,000	Simultaneous translation for international congress
American Historical Association	\$10,000	Simultaneous translation for international congress
<b>District of Columbia</b>		
National Association of the Deaf	\$5,000	Simultaneous translation for international congress
<b>Florida</b>		
Miami Beach Tourist Development Authority	\$50,000	25th Annual Convention of Association of British Travel Agents
Bal Harbor Village Department of Tourism	\$15,000	Advertising in Germany
Daytona Beach (Halifax Ad Tax #2)	\$9,625	Advertising in Canada
Florida Department of Commerce	\$15,000	Advertising in Mexico
Florida Department of Commerce	\$40,000	Advertising in Canada
Town of Surfside	\$7,500	Advertising in Canada
Miami/Metro Department of Publicity & Tourism	\$5,000	Advertising in Canada
Miami Beach Tourism Development Authority	\$7,500	Advertising in Canada
Panama City/Bay County	\$5,000	Advertising in Canada
<b>Hawaii</b>		
State of Hawaii	\$7,000	Research project: marketing data on Japanese visitors



<b>Indiana</b>			City of Niagara Falls	\$1,500	Advertising in Canada
Indiana Department of Commerce	\$7,500	Advertising in Canada	Clinton County	\$7,500	Advertising in Canada
<b>Iowa</b>			Essex County	\$7,500	Advertising in Canada
College of Veterinary Medicine, Iowa State University	\$3,000	Simultaneous translation for international congress	Fulton County	\$7,191	Advertising in Canada
<b>Louisiana</b>			New York State Department of Commerce	\$15,000	Advertising in Canada
Louisiana Tourism Development Commission	\$14,000	Advertising in Canada	Niagara Falls Convention Center	\$3,347	Advertising in Canada
Louisiana Tourism Development Commission	\$14,000	Advertising in Mexico	Saratoga County Promotion Council	\$7,500	Advertising in Canada
Greater New Orleans Tourist and Convention Commission	\$2,500	Advertising in Canada	1000 Islands International Council	\$7,500	Advertising in Canada
Greater New Orleans Tourist and Convention Commission	\$2,500	Advertising in Mexico	Warren County	\$7,500	Advertising in Canada
<b>Maine</b>			Franklin County	\$2,500	Advertising in Canada
North American Vegetarian Society	\$3,000	Simultaneous translation for international congress	Erie County	\$2,500	Advertising in Canada
<b>Maryland</b>			National Hairdressers and Cosmetologists Assn.	\$5,000	Simultaneous translation for international congress
Maryland Department of Economic Development	\$7,250	Advertising in Canada	<b>North Carolina</b>		
<b>Massachusetts</b>			North Carolina Department of Natural and Economic Resources	\$5,000	Advertising in Canada
Boston 200	\$5,000	Advertising in Canada	<b>Ohio</b>		
Instrument Society of America	\$5,000	Simultaneous translation for international congress	Ohio State Travel Bureau	\$5,000	Advertising in Canada
<b>Michigan</b>			<b>Pennsylvania</b>		
Southeast Michigan Travel and Tour Association	\$2,007	Advertising in Canada	Economic Development Council of Northeast Pennsylvania	\$5,000	Advertising in Canada
<b>Minnesota</b>			Philadelphia '76	\$5,000	Advertising in Canada
University of Minnesota	\$15,000	Research project: tourism market for Minneapolis/St. Paul area	American Committee, International Press Institute	\$3,500	Simultaneous translation for international congress
Duluth Convention and Visitors Bureau	\$5,000	Advertising in Canada	University City Science Center	\$5,000	Simultaneous translation for international congress
<b>Mississippi</b>			<b>Puerto Rico</b>		
Mississippi Agricultural and Industrial Board	\$5,000	Canadian exhibition	Puerto Rico Tourism Development Company	\$5,000	Advertising in Canada
Mississippi Agricultural and Industrial Board	\$15,000	Advertising in Canada	<b>Rhode Island</b>		
<b>Nevada</b>			State of Rhode Island and Providence Plantations	\$5,750	Advertising in Canada
State of Nevada	\$5,000	Advertising in Canada	<b>Texas</b>		
<b>New Hampshire</b>			Harlingen Chamber of Commerce	\$5,000	Advertising in Canada and Mexico
State of New Hampshire	\$4,315	Advertising in Canada	Texas Tourist Development Agency	\$17,250	Advertising in Canada and Mexico
<b>New Jersey</b>			<b>Vermont</b>		
New Jersey Department of Labor	\$5,000	Advertising in Canada	State of Vermont	\$7,500	Advertising in Canada
<b>New Mexico</b>			<b>Virginia</b>		
New Mexico Department of Development	\$7,500	Advertising in Mexico	Commonwealth of Virginia	\$7,500	Advertising in Canada
<b>New York</b>			<b>Multi-State</b>		
Saratoga County	\$3,500	Advertising in Canada	Old West Trail Foundation (North Dakota, South Dakota, Montana)	\$35,000	Advertising in Canada
<b>TOTAL</b>				<b>\$545,390</b>	

## Tourism Research

**U**STS gathers, analyzes, and circulates international travel data used in planning and evaluating USTS programs and projects. Economic, marketing, and statistical information is obtained from secondary sources as well as through original research.

Studies issued by USTS describe international traveler and trip characteristics, interpret social and economic influences on tourism, and assess travel trends to the United States and to competing destinations. Various research techniques are used by USTS to broaden the scope and improve the quality of useful travel information. This data is available to members of the travel industry as well as to USTS program officers.

Research staff members also prepare USTS background reports and position papers for intergovernmental and international meetings dealing with tourism.

### Statistical Highlights of Travel, 1975

International tourism during the first year of the Bicentennial Era proved to be a major element in world trade. Global receipts totaling an estimated \$31.9 billion in 1975 resulted from 213.0 million international visitor arrivals in major tourism-receiving countries. The United States, one of the largest tourism-generating and tourism-receiving nations in the world market, received an estimated 7.4 percent share of total arrivals and a 17.8 percent share of total receipts.

#### Overview:

It is significant that during 1975 foreign visitor arrivals in the United States increased 11.2 percent over 1974 arrivals, a substantial increase compared to the 1.2 percent increase from 1973 to 1974. This increase reflected the gradual improvement in the world economy, which had suffered severe setbacks during 1974.

During the first year of America's 200th birthday celebration, the United States hosted 15.7 million foreign visitor arrivals. The top six tourism-generating countries to the United States in 1975 were Canada, Mexico, Japan, the United Kingdom, West Germany, and France. These six nations contributed 87 percent of the international

tourists to the United States and about 78 percent of the Nation's dollar earnings from international tourism (excluding transportation).

#### International Tourism Growth:

During the most recent 10-year period for which actual statistics are available (1965–1975), the world international travel market has grown at an average annual rate of nearly 7 percent in terms of visitor arrivals and over 12 percent in terms of tourist spending.

International travel to the United States has grown during this period, but at a faster rate relative to the market as a whole: almost eight percent per year in terms of arrivals and nearly 14 percent per year in terms of tourist spending. Consequently, the United States' share of the world market in terms of arrivals increased from 6.8 percent in 1965 to 7.4 percent in 1975, and from 14 percent to 17.8 percent in terms of tourist dollars.

In terms of absolute numbers, the world arrivals nearly doubled during the 1965–1975 period, from 115.5 million arrivals in 1965 to 213.0 million in 1975, while arrivals in the United States slightly more than doubled, from 7.8 million arrivals in 1965 to 15.7 million in 1975.

Similarly, while worldwide international tourism receipts nearly tripled between 1965 and 1975 from \$11 billion to \$31.9 billion, international tourist spending in the United States grew by a factor of 3.7, from \$1.5 billion in 1965 to \$5.7 billion in 1975.

#### Changing Characteristics of Visitors to the United States:

As the volume and composition of international visitors to the United States changes over the years, so the profile of their characteristics changes. Several characteristics of international tourists to the United States in 1975 were markedly different from those of visitors in previous years. For example, European visitors to the United States reflect a trend toward a more middle- and lower-class socio-economic composition. With national and per capita incomes rising, international travel is no longer an exclusive discretionary item affordable only to the rich.

In the United Kingdom, for example, the trend toward more working-class travelers has been developing during the past decade.



Related also to this trend is an increase in the charter and group tour market. More affordable and requiring little individual travel expertise, these pre-arranged trips proliferated among the low-cost tourism markets of various countries. Charter and group tour travel become even more attractive in economically difficult times, and growth of this market to the United States is expected to continue.

With the exception of Mexican visitors, there is also a trend toward smaller traveling parties visiting the United States. This is not to be confused with the traveler's inclusion in a tour group; it relates instead to companionship during trips to the United States—for example, whether the traveler is accompanied by a spouse, other family members, and/or friends.

Consistent with this travel development, it is now evident that women are increasingly dominating the international travel market. This is especially true for travelers from the USA's two major country generators of foreign tourists—Canada and Mexico—which, in fact, now supply more female than male visitors.

Pleasure travel to the United States is also on the rise, increasing at a faster rate than business-oriented travel. As the number of vacation days available to workers all over the world keeps increasing, the United States can expect to receive even greater proportions of pleasure-seekers.

#### **Factors Influencing International Travel in 1975:**

A number of socioeconomic factors affected the volume and type of travel to the USA in 1975. These included: 1) inflation, 2) unemployment, 3) changes in savings/consumption, 4) exchange rates, and 5) energy/fuel availability.

While these socioeconomic considerations by no means complete the list of variables which affected the demand for travel to the United States during the Bicentennial Era, they do constitute major factors which have had an impact on the growth of U.S.-bound travel.

#### **International Travel to the United States:**

Of the 15.7 million visitors to the United States in 1975, 10 million, or 63 percent of the total, arrived from Canada. This figure represents a 15 percent increase over the 1974 level of 8.7 million Canadian arrivals. Mexican arrivals accounted for almost 14 percent of the USA's international visitors, reaching a total of 2.2 million, up 17 percent over 1974.

Arrivals from overseas countries, which accounted for the remaining 23 percent of total visitor arrivals, numbered 3.6 million in 1975, an increase of less than one-half of 1 percent over 1974.

International visitors from all nations spent an estimated \$5.7 billion (including transportation) in the United States in 1975, an increase of 17 percent over 1974.

#### **American Travelers Abroad:**

During 1975 an estimated 22.9 million Americans traveled to overseas destinations, Mexico, and Canada, a decrease of 2.9 percent from 1974. Although American travel abroad still exceeded foreign visitor arrivals by slightly over seven million travelers during the year, the U.S. rate of departures decreased by almost 3 percent, while there was a simultaneous increase in foreign arrivals of 11 percent. Thus, the gap between international visitor arrivals and U.S. citizen departures is narrowing.

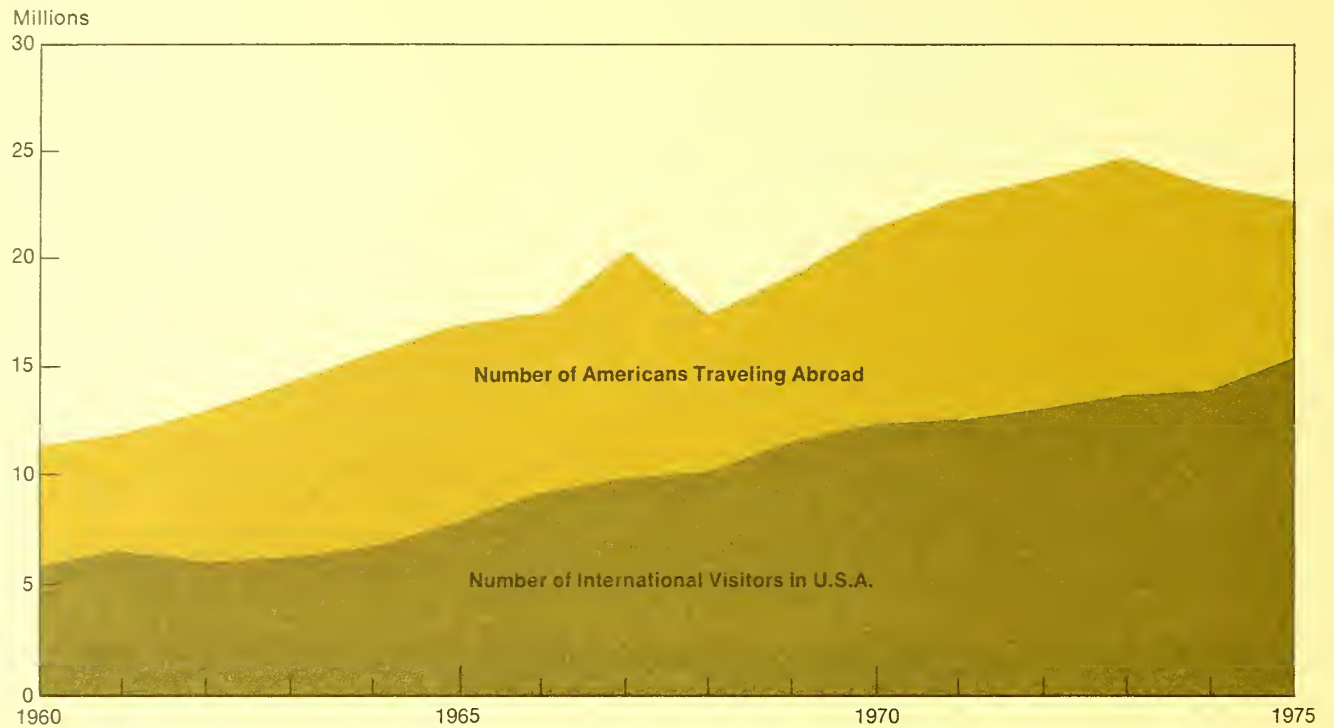
Americans traveling abroad spent an estimated \$8.8 billion in 1975, a 10.2 percent increase over the \$7.99 billion spent in 1974.

#### **U.S. Travel Balances:**

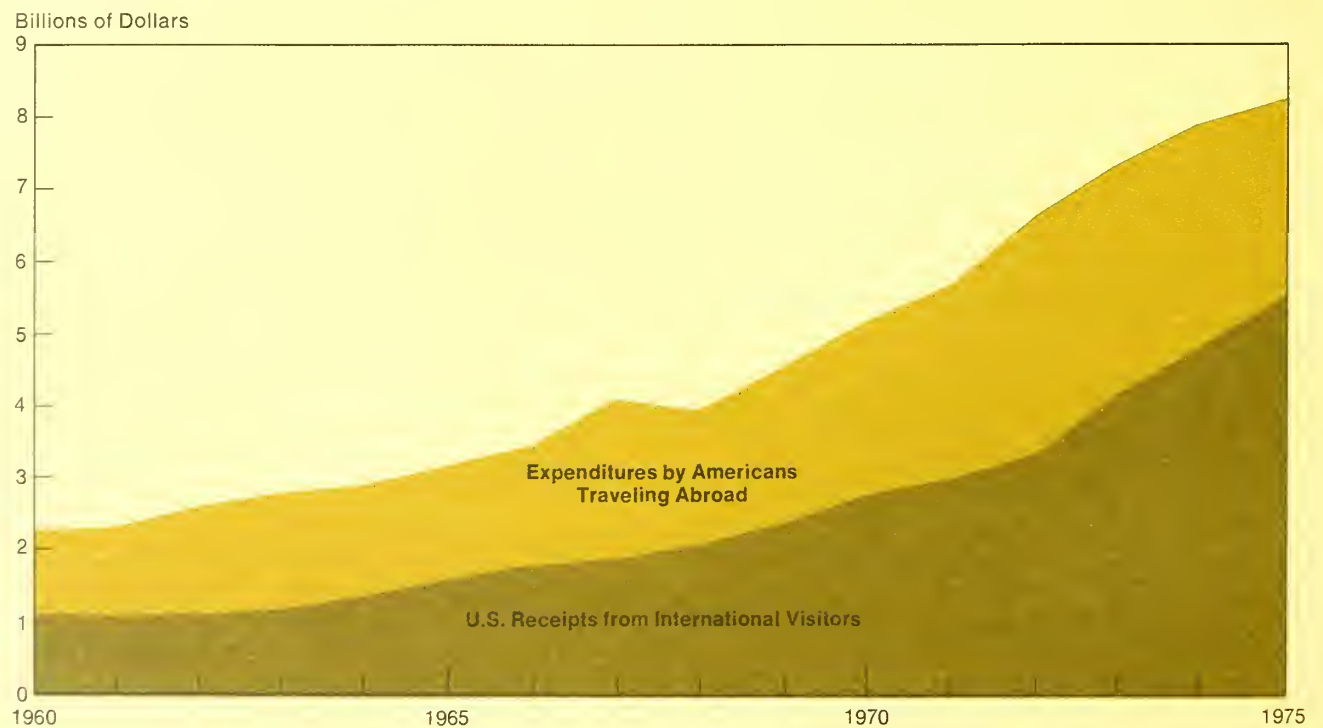
The differences between visitor arrivals and departures, and between travel receipts and expenditures constitute the U.S. travel balances. During 1975 both departures and expenditures exceeded arrivals and receipts. The result was an unfavorable seven million traveler imbalance and a \$3.13 billion travel deficit. This marked the third consecutive year, however, that the travel dollar deficit has declined.



## Foreign Visitor Arrivals to the U.S. and U.S. Citizen Departures



## U.S. Travel Receipts and Expenditures

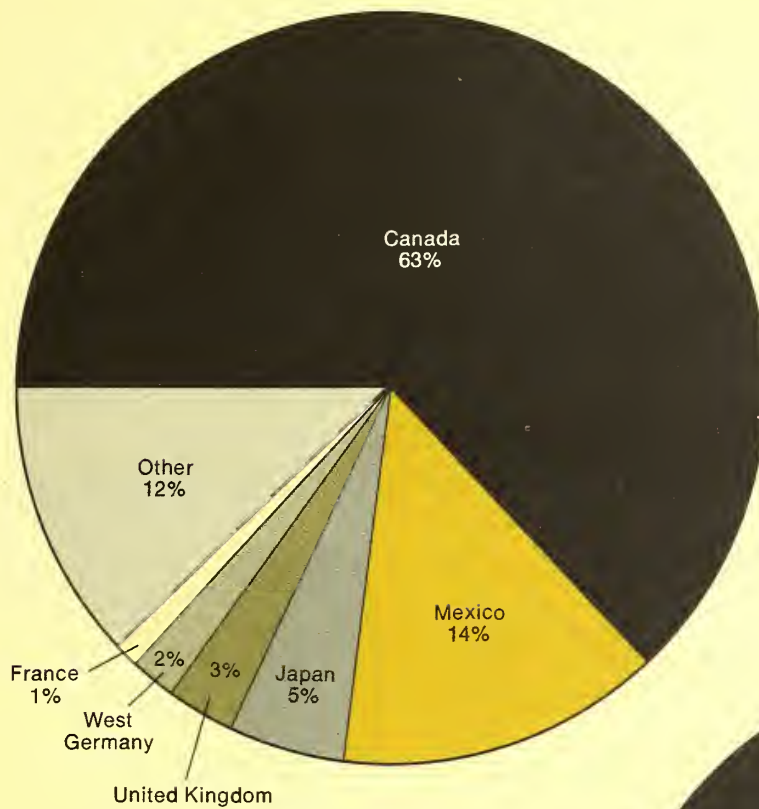






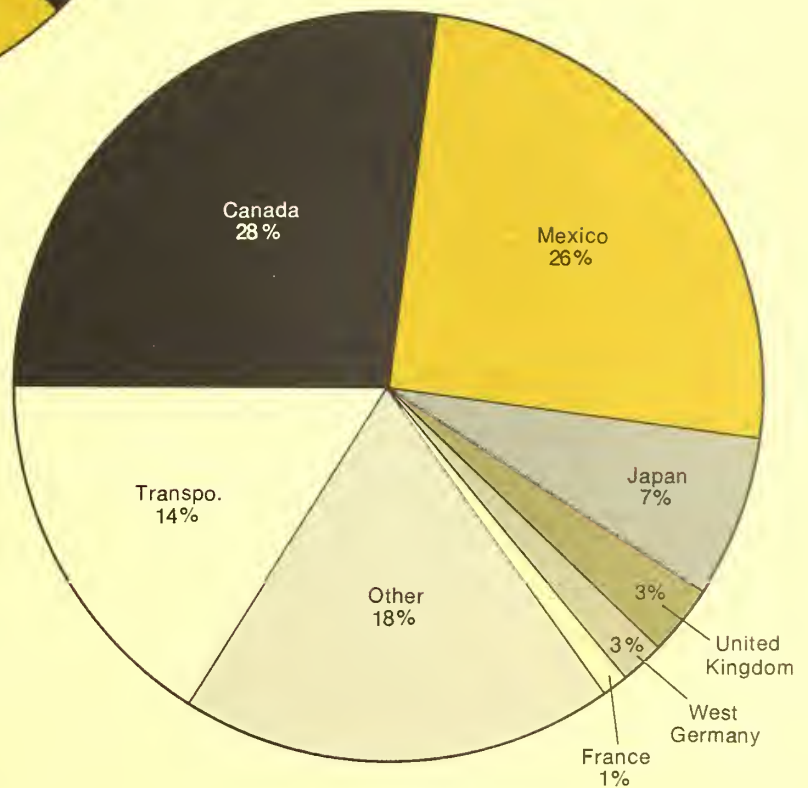
### International Travel to the U.S. by Major Market 1975

Total Arrivals in the U.S.—15.7 Million

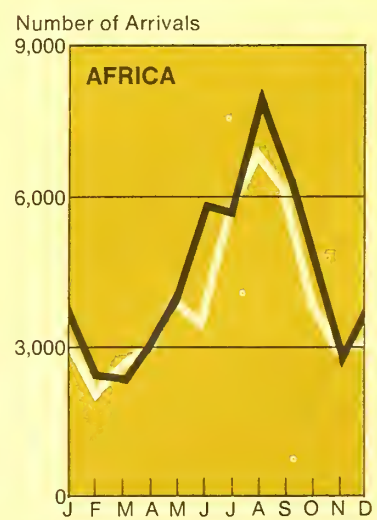
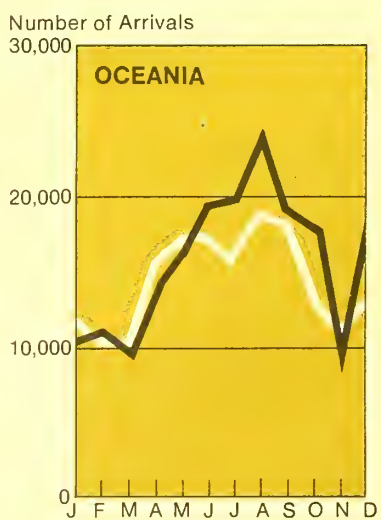
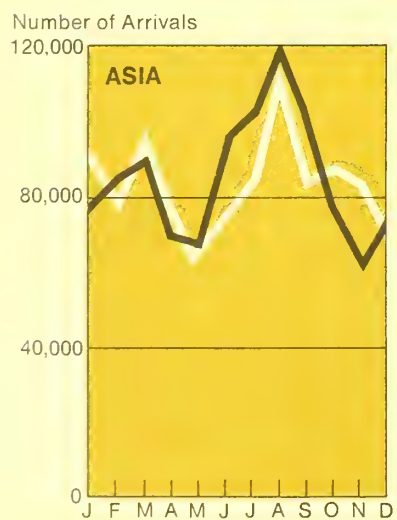
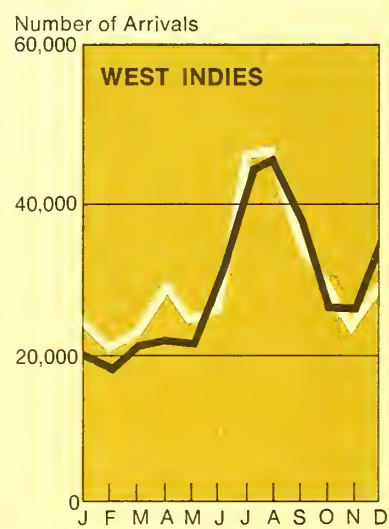
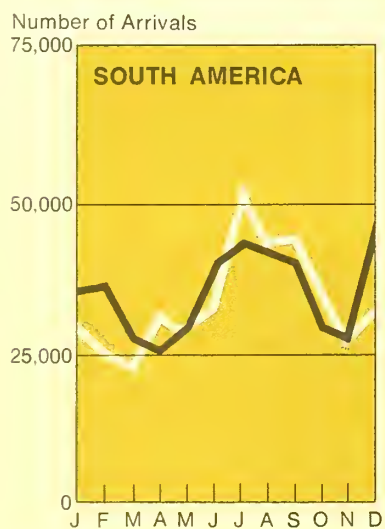
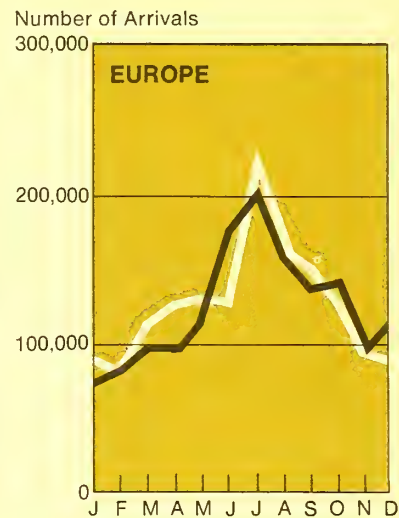
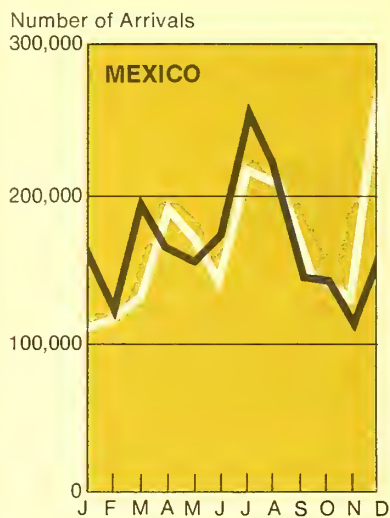
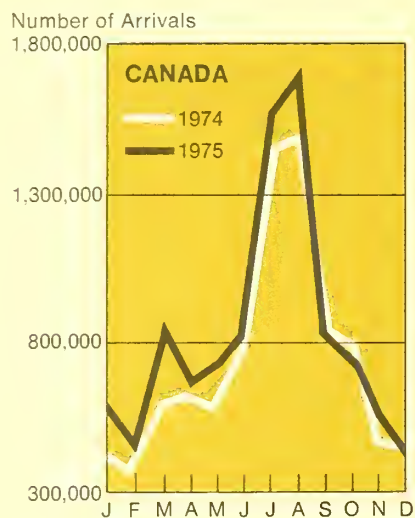


### International Tourism Receipts in the U.S. by Major Markets 1975

Total Receipts in the U.S.—\$5,550 Million



## Foreign Visitor Arrivals from Selected Areas

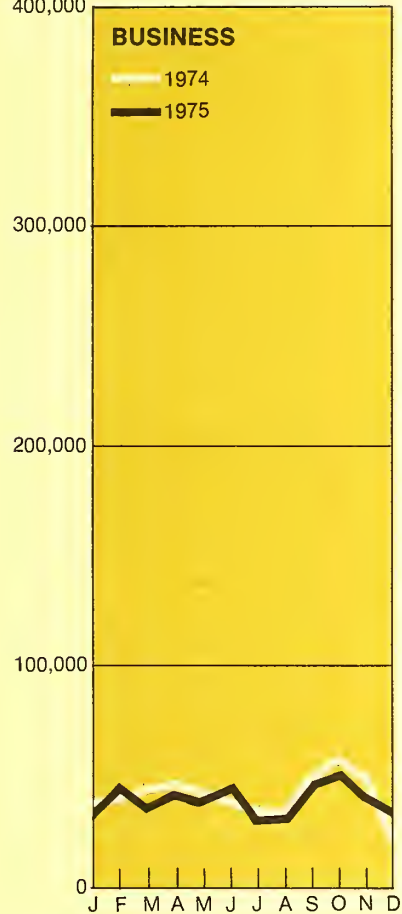




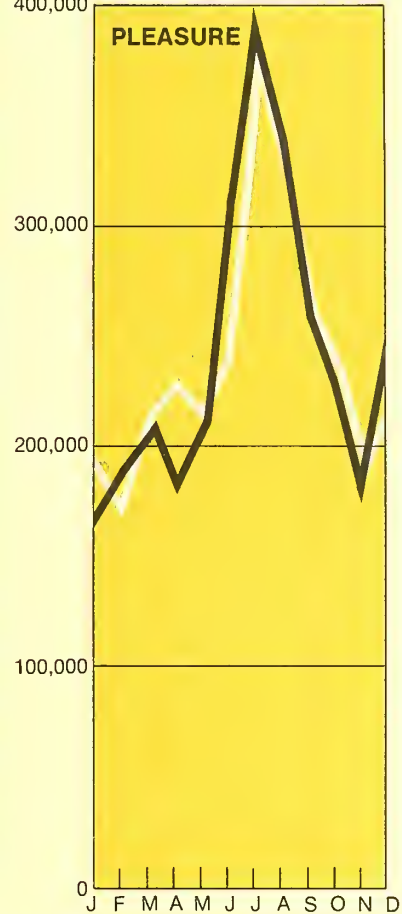


# Overseas Arrivals by Purpose of Trip

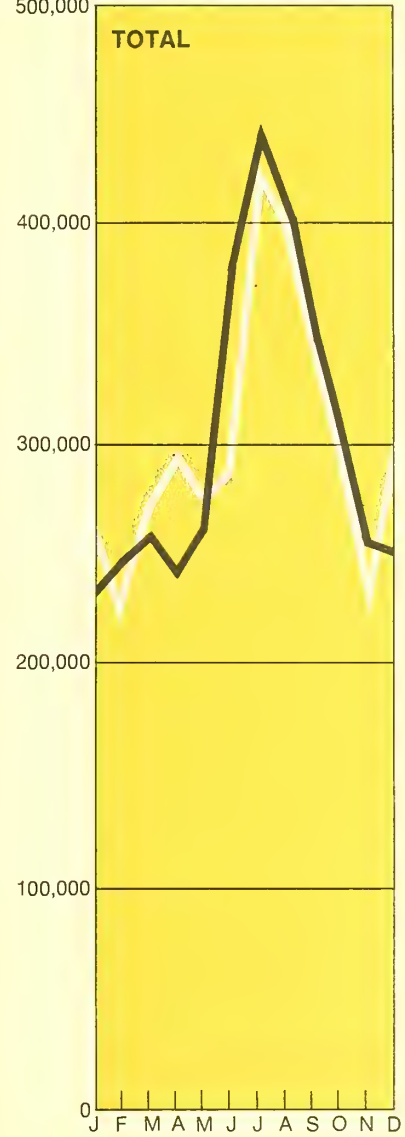
Number of Arrivals  
400,000



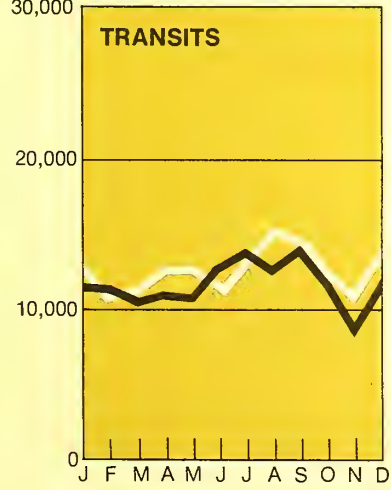
Number of Arrivals  
400,000



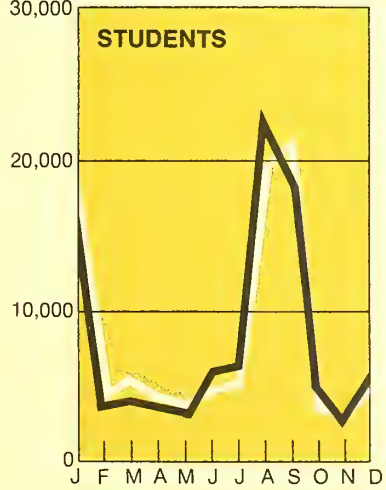
Number of Arrivals  
500,000



Number of Arrivals  
30,000



Number of Arrivals  
30,000



## ANNOTATED BIBLIOGRAPHY OF USTS PUBLICATIONS

### **Action Guide—Serving the International Visitor** (October 1974)

The Guide outlines all aspects of services needed by foreign visitors in the United States. It suggests actions to bridge gaps in available services. Examples are cited in communities where successful programs are currently being operated. This publication is primarily for State, city, and community tourism officials, and various volunteer or other organizations engaged in receptive services.

Reprints are available from Information and Resources, Office of State-City Affairs, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

### **Analysis of the Discover America Pow Wow and Travel Mart** (Annual)

This series began in 1968. The most recent publication in the series provides information on the Fifth Annual Discover America Pow Wow and Travel Mart, held in Tucson in September 1973. Consistent with previous Pow Wows, the most important objectives of the U.S. participants attending the 1973 Pow Wow were 1) to establish personal contacts with foreign and U.S. travel industry representatives, 2) familiarize foreign agents with their product (e.g., area, service, facility), 3) obtain firm sales commitments, and 4) obtain exposure. The Pow Wow was attended by 273 foreign tour operators and 188 U.S. companies in 1973. Forty-four countries were represented.

Available free upon request.  
Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

### **Annual Program Report of the United States Travel Service** (Annual)

Annual report of the Secretary of Commerce on the programs of the United States Travel Service. Includes information on USTS programs, accomplishments, budget, and measurement system results. Reports, usually published in the second quarter of the year, cover activities of the agency during the preceding calendar year.

Copies sold by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Prices vary.

### **Annual Summary—International Travelers to the USA** (Annual)

This publication includes statistical data on foreign visitor arrivals in the United States by month and cumulative-to-date figures, country of last permanent residence, and purpose of visit. First edition of this report is dated 1973.

Available free upon request.  
Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

### **Arrivals and Departures by Selected Ports** (Annual and Semi-annual)

This report provides an analysis of selected characteristics of foreign visitor arrivals and U.S. citizen departures. Foreign visitor arrival data is based on the Government Entry Form I-94, and U.S. citizen departure data is based on the I-92 Form (Aircraft/Vessel Report). This report was prepared annually from 1969 through 1972. Beginning in 1973, this report was prepared semi-annually to meet travel industry requests for seasonal information. These reports are divided into two sections. Section A documents foreign visitor arrivals by country of residence, purpose of trip, mode of transport and port-of-entry for 32 selected ports. Section B provides data regarding U.S. citizen departures by country of debarkation, mode of travel, port of departure, and flag of carrier for 26 selected ports. Data on Canadian travel to the United States is not included, as Canadians are not required to complete an I-94 Form prior to entering the United States. Annual reports are available from 1969, and semi-annual reports are available from 1973.

Available free upon request.  
Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

### **Directory of United States Trade Shows, Expositions and Conventions** (Annual)

The Directory contains over 600 trade events being held in the United States in 1976 and 1977. The directory is mostly used by foreign service posts, other government agencies, and private professionals involved in promoting attendance to these shows.

Copies free upon request. Contact: Information and Resources, Office of

State-City Affairs, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

### **Effects of the Energy Crisis on Canadian Travel Intentions, Waves I-IV** (1975)

In March 1974, USTS began conducting general surveys every two to three months investigating Canadian travel intentions in light of the energy problem. To date, four surveys have been conducted; in March, May, June, and September 1974, among approximately 1,000 residents aged 18 years and over residing in cities of 500,000 population or more in Ontario, Quebec, and British Columbia. The study was designed specifically to monitor Canadian concern for the energy crisis in the United States and its potential impact on Canadian travel intentions, primarily to the United States.

Highlights and detailed tabulations of all four waves are available free upon request from U.S. Department of Commerce, United States Travel Service, Research and Analysis Division, Washington, D.C. 20230.

### **Festival USA 1976/Bicentennial Edition** (Annual)

A chronological listing of over 600 major annual and special Bicentennial events taking place throughout the Nation. Each listing includes the date of the event, the place it occurs, a brief description of activities held during the event, and a contact for further information.

Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 for \$1.90 per copy.

### **Festival USA 1976/Bicentennial Edition** (Annual)

A four-color brochure which lists selected annual and Bicentennial events by region of the country.

Copies free upon request. Contact: Advertising and Promotion Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

### **Foreign Visitor Arrivals: 1965-1975** (Annual)

This two-page leaflet contains an 11-year history of travel to the United States by country of permanent residence from 1964 to 1975. It also provides the



percent change in the number of visitors for each year during the 11-year period. First edition is dated 1960.

Available free upon request.

Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Highlights of a Study of British Travel Habits and Patterns, Volume 2**  
(September 1972)

This paper highlights the findings of a survey conducted among residents of the United Kingdom during the winter of 1971-1972 to determine the incidence of international travel in the population as well as the characteristics, travel attitudes, preferences, and patterns of British international travelers. A three-stage area cluster probability sample was used to randomly select adults 18 years of age and over residing in England, Wales, and Scotland. Demographic data and incidence of travel in the general publication (by long-distance, short-distance, and domestic travelers) were based on 11,954 interviews. Data on characteristics of trips to the United States, as well as general attitudes and preferences for international travel, were based on 1,836 interviews.

Copies of the highlights are available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Highlights of Vacation Travel by Canadians to the USA in 1974**  
(October 1975)

This analysis highlights the major findings from the 10-volume study on the Canadian vacation travel market to the United States in 1974.

Available free upon request.

Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**International Tourism Fact Sheet**  
(Up-dated Quarterly)

Fact sheets contain summaries of most recent statistical information on international tourism to the United States, the world tourism market, U.S. travel dollar balance, and American travel abroad. In addition, information is listed on new or continuing programs of United States Travel Service. Some issues include informational summaries relating to specialized topics, such as tourism and energy use, tourism and employment, or tourism in world trade. Primarily designed

for use by the press, especially travel trade publications, these summaries are also of interest to the business and financial community and the tourism industry. 8-12 pages.

Copies free upon request. Contact Information and Resources, Office of State-City Affairs, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230. Press may obtain copies directly from Media Services Division, USTS.

**Inventory of Federal Tourism Programs**

Provides information on the number of Federal agency participations in the travel/recreation area and indicates the nature and character of the participation.

Copies of this publication are available free upon request from Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Market for International Congresses**  
(March 1975)

This study was designed to determine the present and prospective size and economic impact of the international congress and convention markets. The analysis also includes an examination of the facilities and services provided and required, as well as the procedures and practices for selecting conventions. An extensive series of analytical interviews was conducted throughout the world in the course of the study. Considerable secondary material was also collected and analyzed. Over 200 interviews were conducted involving a broad range of organizations, administrations, and individual experts in Europe, North America, and the Far East. The congresses included were non-governmental events with recognized serious purposes, and international in scope by virtue of their attendance, location, or both.

Copies of the full reports are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost \$1.90.

**Study of British Travel Habits and Patterns, Volume 1**  
(November 1971)

This report is based on an exploratory study assimilating secondary data and information received from personal interviews with 42 individuals representing 38 organizations of the British travel trade. The report provides information on 1) the structure and travel patterns of

the British foreign travel market, 2) the various traveling segments within the market, 3) the role of the carriers and the producing industry, and 4) specific data on the United States as a travel destination.

Copies of this publication may be obtained through the National Technical Information Service, Springfield, Virginia 22151. Cost \$3.00.

**Study of the Canadian Market for United States Travel**  
(December 1973)

This report provides data on the nature of the Canadian market and areas possessing the greatest potential for increased U.S. promotional efforts. The objectives of the study were to incorporate all existing secondary source material on the market from 1968 through 1972.

Available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Study of French Travel Habits and Patterns, Volume 1**  
(August 1974)

This study explores the basic French market through a survey of the travel trade and through an assimilation of existing studies available to USTS on the French travel market. The main thrust of the study was to discern 1) the character and direction of the developing mass of the organized tourism industry, 2) public receptivity to mass travel, and 3) developing patterns of large-scale, long-haul tourism and its implications for the United States travel market.

Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost \$1.10.

**Study of French Travel Habits and Patterns, Volume 2**  
(June 1975)

This report explores the French travel market through a survey of relevant travel segments in the population. The objectives of the study were to determine the size and overall characteristics of the relevant travel segments in the French population to obtain information on their travel including previous travel abroad, expenditures on holidays, and images of countries. The study began in July 1973 with national random sample interviewing designed to represent the population of France aged 18 years or older.

Copies are available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Study of German Travel Habits and Patterns, Volume 1**  
(August 1973)

This report is based on results of an exploratory study compiling secondary data and information gained through personal interviews with some 40 major producers of mass, group, and individual travel; retailers; airlines; specialized travel publications; central and private bank sources, as well as the holding company controlling Germany's largest corporate grouping of tourism-producing and retailing companies. The report provides information on 1) the structure and travel patterns of the German foreign travel market, 2) the various traveling segments within the market, 3) the role of the carriers and the producing industry, and 4) specific data on the USA as a travel destination.

Copies of this study may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost \$1.40.

**Study of German Travel Habits and Patterns, Volume 2**  
(March 1975)

This study provides data on the characteristics of trips to the United States as well as general attitudes and preferences for international travel. The findings presented in this report were obtained from personal interviews in two stages. The first stage consisted of 38,488 interviews designed to locate international travelers and to determine their incidence in various segments of the population. The second involved 1,402 detailed interviews with travelers of two different types. A total of 701 interviews was accomplished with "intercontinental" travelers; the same number of interviews was conducted among "continental" travelers.

Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost \$1.40.

**Study of Japanese Travel Habits and Patterns, Volume 1**  
(October 1972)

This report, the first phase of a comprehensive study investigating the Japanese travel market, is based on extensive indepth interviews during

June 1972 with 34 individuals representing 26 companies and organizations involved in travel in Japan. The report provides information on 1) social expenditure patterns, the geographic source structure of the market, and the relative potential for the future; 2) the structure of the sales function in the travel industry, as between wholesalers and retailers of travel; 3) the role and contribution of the carriers; 4) the effects of dollar devaluation; 5) patterns of destinations and the competition perceived to exist among them; and 6) resumes of existing studies in the field.

Copies of this report may be obtained from Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Study of Japanese Travel Habits and Patterns, Volume 2**  
(September 1974)

This report, the second phase of a comprehensive study investigating the Japanese travel market, focuses primarily on international travel, although a small number of domestic travelers were interviewed in order to assess their attitudes toward international travel and toward various international travel destinations. The findings are presented in two stages. The first stage consisted of 16,644 interviews designed to locate international travelers and to determine their incidence in various segments of the population. The second consisted of 1,865 detailed interviews with travelers of different types. The first stage of the interviewing was completed in the fall of 1972. The second stage began in late 1972 and was completed in February 1973.

Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost \$1.75.

**Study of Mexican Travel Habits and Patterns**  
(March 1971)

This report analyzed the finding of a national probability sample of 4,000 Mexican residents with respect to their travel patterns in general, and specifically with respect to the United States, attitudes toward and images of the United States as a tourism destination, and demographic and trip characteristics.

Copies of this study may be obtained from the National Technical

Information Service, Springfield, Virginia 22151. Cost \$3.00.

**Study of Mexican Travel Habits and Patterns, Volume 1**  
(May 1975)

This report is based on an exploratory study assimilating secondary data and information received from informal interviews with 50 individuals representing the Mexican travel industry. The report provides information on 1) the structure and travel patterns of the Mexican foreign travel market, 2) the various traveling segments within the market, 3) the role of the carriers and the producing industry, and 4) specific data on the USA as a travel destination.

Copies of this report are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost \$1.00.

**Study of Mexican Travel Habits and Patterns, Volume 2**  
(June 1975)

This report provides data on the results of a national sampling survey among Mexican travelers, indicating their travel patterns, attitudes toward the USA as a travel destination, and demographic and trip characteristics. This is the second such study undertaken by USTS. A similar study was conducted in the fall of 1970. The 1975 survey differs from the earlier study in two important respects: the southern area of the country is included in the most recent study, as are Mexicans between the ages of 18 and 20.

Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost \$1.80.

**Study of the "Visit USA Mobile Exhibit" in Mexico City**  
(December 1971–March 1972)

From December 1971 to March 1972, personal interviews were conducted with 500 individuals who toured the VISIT USA Mobile Exhibit in Mexico City to measure public attitudes toward the USTS exhibit; to obtain information about the travel behavior of persons who toured the exhibit; to measure demographic characteristics of persons attending the exhibit; and to measure perceptions of advertising relating to touring the United States.

Available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.



**Study of the "Visit USA Mobile Exhibit" in Guadalajara, Mexico (April-June 1972)**

From April to June 1972, personal interviews were conducted with 334 individuals who toured the VISIT USA Mobile Exhibit in Guadalajara, Mexico, to measure attitudes toward the USA, both before and after viewing the movie; to measure attitudes of those attending the movie, particularly as it related to visiting the USA; to measure demographic characteristics of the viewing audience; and to obtain names and addresses of sample respondents to be used in a follow-up study measuring travel behavior several months after the movie.

Available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Study of the "Visit USA Mobile Exhibit" in Paris, France (June-July 1974)**

A total of 524 interviews was completed in June and July 1974 among individuals who toured the VISIT USA Mobile Exhibit in Paris, France. The research was designed to measure attitudes toward the United States as a travel destination and the appeal of the Exhibit; to obtain information with respect to the travel behaviors and demographic characteristics of persons who toured the Exhibit; to measure the degree of attitude change with respect to the United States as a travel destination as a result of touring the Exhibit; to determine the degree to which the public relations campaign in support of the Exhibit increased awareness of and attendance at the Exhibit; and to obtain names and addresses of sample respondents to be used in a follow-up study measuring travel behavior several months after the movie.

Available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Summary and Analysis of International Travel to the United States (Monthly)**

This report includes statistics on visitor arrivals to the United States and market analysis of international travel by residents of foreign countries. In addition, each month a different tourist-generating country is analyzed in terms of the traveling characteristics of its nationals.



The report is based on secondary data sources and an analysis of Government Entry Forms I-94.

Monthly reports are free upon request and are available dating from January 1973. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Survey of the Characteristics of Advanced Booking Charter (ABC) Passengers from the United Kingdom to the United States (March 1975)**

The objective of this survey was to determine the characteristics and travel patterns of current travelers on ABC flights from the United Kingdom to the United States. A subsidiary objective was to determine the extent of diversion from scheduled services to this new type of air fare—in effect to measure the effectiveness of the ABC program in generating additional travelers to the United States. The survey sample was obtained from a population consisting of all U.K. residents 16 years of age and over on trips departing the United Kingdom utilizing an ABC fare.

Copies of the highlights of this study are available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Travel Patterns of Foreign Visitor Arrivals (I-94 Analysis) (Annual)**

This report consists of various tables which provide marketing information on characteristics and travel patterns of visitors from all regions of the world and from 21 metropolitan areas in 11 key tourist-generating countries. The tables presented indicate the residence of the visitor, purpose of the trip, length of stay, age, flag of carrier, country of embarkation, port of U.S. entry and departure, destination in the United States where the visitor can be contacted, and first outbound destination. The analysis also includes information on significant quarterly trends.

Available free upon request. Contact: Research and Analysis Division,

United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Traveler's Guide to Information Sources (January 1976)**

The Guide lists all sources for tourism information in the United States. It also contains information advising visitors from abroad where to seek language assistance, where to exchange foreign currency, etc.

A domestic edition is made available to the general public both from the United States Travel Service and from the U.S. Government Printing Office.

Copies free upon request. Contact: Information and Resources, Office of State-City Affairs, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Vacation Travel by Canadians in the United States in 1974 (October 1975)**

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, and habits and characteristics of the travelers. The study incorporates some of the results from prior USTS studies to facilitate trend analysis during the 1966-1974 period. This survey is based on a national probability sample involving 6,388 personal interviews with Canadians aged 18 years and over. The survey, which consists of 10 volumes, provides information on Canadian travel to: The United States (Volume 1), New England (Volume 2), Eastern Gateway (Volume 3), George Washington Country (Volume 4), The South (Volume 5), Great Lakes Country (Volume 6), Old West (Volume 7), Frontier West (Volume 8), the Far West (Volume 9), and The Islands (Volume 10).

Available free upon request. Contact: Research and Analysis Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

**Visit USA Outlets Abroad (January 1976-periodical)**

Lists principal wholesalers and retail travel agents in major foreign markets. This publication is used primarily by receptive service operators and suppliers of services.

Copies free upon request. Contact: Marketing Programs Division, United States Travel Service, U.S. Department of Commerce, Washington, D.C. 20230.

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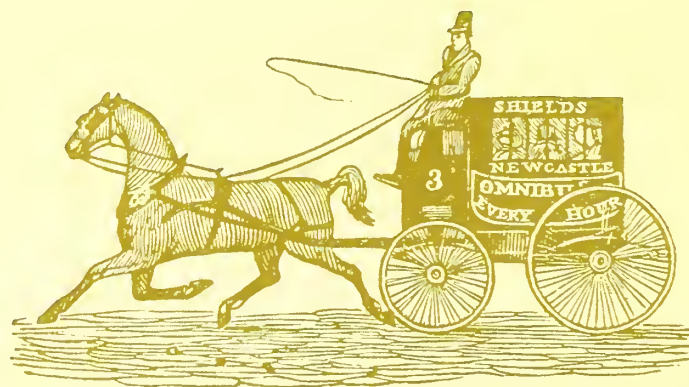
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\* As of December 31, 1975





Dear Reader:

America's Bicentennial Era is a very special time to travel to and within the United States. It is also an appropriate time to recall the role that travel has played in the development of the United States from its earlier days.

In this annual program report, United States Travel Service has collected illustrations that convey some of the flavor of travel at the time of this Nation's founding. Art work throughout this report is from late 18th century woodcuts by Thomas Bewick and his school, reproduced here courtesy of Dover Publications. The map appearing on the cover of this publication is based on surveys commissioned by Congress in 1777 to aid General Washington's Revolutionary War campaigns. It represented all that cartographers of the time knew of this fledgling land.

Today, modern jets, trains, buses, and automobiles have replaced horse-drawn coaches, dog carts, mule power, shank's mare, and even stilts as modes of transportation. The pace is faster and the accommodations more comfortable. The landscape in many areas is now outlined by tall buildings as well as by tall trees and mountains. Mountain ranges and rivers no longer form impenetrable barriers to travel in this country.

But American and international travelers touring this country during the Bicentennial Years can still experience the spirit of this land that sparked the birth of a Nation two centuries ago.

With best wishes for pleasant journeys.

*Creighton Holden*

Creighton Holden  
Assistant Secretary of Commerce for Tourism



USTS MANAGEMENT TEAM—(l-r) Assistant Secretary of Commerce for Tourism Creighton D. Holden; Deputy Assistant Secretary for Tourism David N. Parker.





# United States Travel Service Budget

(in thousands of dollars)

FY 1975 Actual				FY 1976 Estimate *				FY 1975 Actual				FY 1976 Estimate *									
Permanent Positions		Amount		Permanent Positions		Amount		Permanent Positions		Amount		Permanent Positions		Amount							
Promotion of Travel To the USA																					
Canada	8	\$	821	8	\$	696	SUBTOTAL														
Mexico	7		424	7		527	Tourist Services														
United Kingdom	9		573	9		529	and Facilities.	4		395	7		468								
France	7		639	7		527	Industry & State Programs:														
West Germany	8		749	8		671	Research &														
Japan	8		726	8		703	Analysis									7		748	7		826
International							Conventions and														
Congress Sales	2		66	2		82	Expositions									5		176	6		326
Marketing							State & City														
Programs	7		237	7		219	Affairs									2		40	3		75
Advertising and							Matching Funds														
Promotion	9		3,110	8		3,527	Program									2		549	2		537
Familiarization							Domestic Tourism														
Services	5		102	5		126	Promotion									—		—	10		1,250
Media Services	8		245	8		255	SUBTOTAL														
Expositions	8		220	—		—	Industry and														
SUBTOTAL							State Programs									16		1,513	28		3,014
Promotion of							Executive Direction:														
Travel to U.S.	86		7,912	77		7,862	Executive														
Tourist Services and Facilities:							Direction									18		1,417	21		1,455
Language							TOTAL														
Facilities	—		265	—		290	Requirements									124		11,237	133		12,799
Visitor Services	4		130	7		178															

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